IDG

WORLD

VOLUME 17, NUMBER 1 JANUARY 5, 1987 *update*

Boston ComputerNews Receives Enthusiastic Response

Over 150 members of the greater Boston computer community turned out to show their support for *Boston ComputerNews* at the publication's launch party on October 30. Timed to coincide with the Northeast Computer Faire at the World Trade Center in Boston and held at the Devon restaurant at the Center, the event was an overwhelming success with double the anticipated attendance. "We received a very enthusiastic response to our first issue from both advertisers and readers," said Publisher **Geoff Dodge**.

Boston ComputerNews' debut edition exceeded advertising goals by over 15 percent containing 16 pages of advertising. In only one week of circulation, more than 2,000 readers returned subscription forms. "We consider these figures significant to the future success of our new monthly," said Dodge.

"We hope to be the definitive source for regional information on computers, including who's who and what's happening in greater Boston's computer companies," continued Dodge. He expects 26,000 subscribers by February 1987 based on the publication's early returns.

"Everyone we've heard from has indicated that the editorial focus is right on target because of its local flavor," said Editor **Steve Burke**. *Boston ComputerNews'* November issue includes a cover feature on desktop publishing as well as regular columns like "Newsmakers," "Pro-File," "On Campus," and "Calendar." "People are excited about the timely coverage of area news," said Burke.

Upcoming reports include a look at how local companies are training employees to use computers and a profile of Richard Rabins, the President of Alpha Software.

Bulk Rate
U.S. Postage
Paid
Boston, MA.
Permit No. 52774

BOSTON ComputerNews

Vol. 1, No. 1

November 1986

Desktop publishing: The new revolution

By Steven Burke

WGBH, Boston's public television station, used to take up to three weeks to design, typeset and print certain forms. With personal-computer-based desktop publishing, the same job today can be completed in two days.

''Some jobs that normally would have required a format setup and a change later on can be done much, much faster and cheaper than they could have been,'' says Tom Sumida, design director for WGBH Educational Foundation. ''It also makes some jobs look more professional.

''We're doing a lot of Macintosh [personal computer] design work with Laserwriter output,'' he says. ''We're using it as a kind of a typesetter to design a lot of documentation, and for different publication work.''

WGBH is one of a growing number of Boston-area companies relying on desktop publishing to save time and money. ''Desktop publishing in Boston is gaining momentum very quickly,'' says Russell McCann, former president of Boston Software Publishers Inc., which introduced the first desktop publishing program for the Macintosh. (See story, page 19.) ''It's an emerging market.''

A new revolution that brings the power of the press to the people is

ford typeset-quality documents in the past are producing slick publications at half the cost of typeset jobs in some cases.

Some designers contend that the lower costs and the ability to immediately see a number of different layouts or designs in a what-you-see-is-what-you-get environment result in better design.

The first wave of Boston-area users, however, warn that desktop publishing is not always easier, faster and less expensive.

''There are many jobs where it ends up taking longer,'' says WGBH's Sumida. ''There are a lot of costs involved. As soon as you get into any complexity, you spend a lot of time learning how to use a particular program to do something. If you are keeping track of your hours, there are still a lot of jobs that you will find are easier to do the old-fashioned way.''

Furthermore, users point out that for many jobs, desktop publishing still doesn't compare with traditional typeset quality. Electronic reproduction of most photographs or artwork is simply not as good as typeset-quality material.

Some companies have purchased desktop publishing systems only to have them sit unused because of the complexity of the system and the lack of enthusiasm among design professionals to learn a new way that

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Desktop, page 16

Inside

- InfoWorld Announces Winner
- Network World Launches New Section

InfoWorld Announces Compaq 386 Raffle Winner

Patty Leibscher, Account Executive at Carlick Advertising and Public Relations in Palo Alto, California, was presented with the Compaq Desktop 386 by **Robert X. Cringely**, *InfoWorld's* "Notes From the Field" Editor.

The raffle theme was "Confess to Cringely at Comdex and enter *InfoWorld's* Compaq 386 raffle." Show attendees were required to divulge their most valued PC industry secret to Cringely for print in his column. To express appreciation for their news tip, participants were given a chance to win the computer.

"We're the first PC publication to review the Compaq 386 when it appeared in the marketplace," says **Art Shields**, *InfoWorld's* Marketing V.P. "Our review experts rated the system highly, so we thought it only appropriate that we support our claim by giving away a product we believe in."

Mark Your Calendar

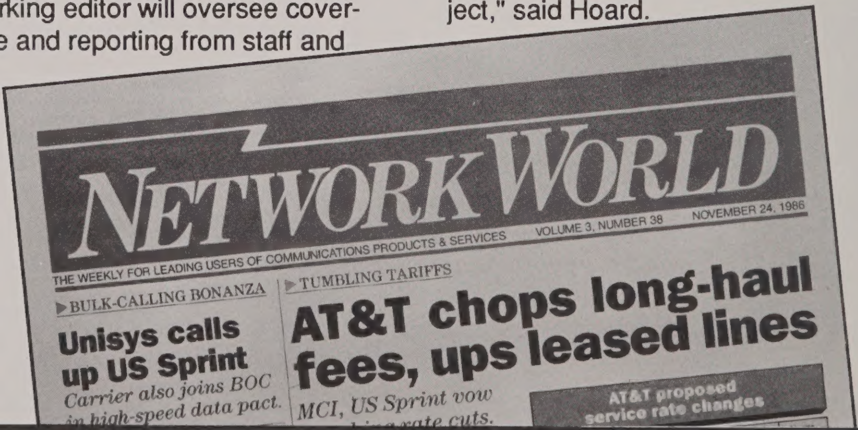
Each week *IDG Update* will publish a Calendar listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Lisa McGrath, IDC Framingham.

Feb. 9-12	Conference Management Group's Communication Networks '87 Washington Convention Center Washington, D.C. Contact Nancy Thayer at CWCI, x434
Mar. 2	IDC Briefing Session Copley Plaza 138 St. James Ave. Boston, MA
Mar. 4	IDC Briefing Session Grand Hyatt Park Ave. at Grand Central New York, NY
Mar. 9	IDC Briefing Session Bethesda Marriott 5151 Pooks Hill Road Bethesda, MD
Mar. 13	IDC Briefing Session Red Lion Inn 2050 Gateway Place San Jose, CA

Network World Launches New Section

Network World Publisher **Doug DeCarlo** reports that the newsweekly for communications networks users will introduce a new section dedicated to local networking including PC networks. "*Network World* will be the first specialized network publication to include a continuing section on this topic," said Editor **Bruce Hoard**. "We perceived a real need to cover this in greater depth since local networking is such an important emerging area," he added.

Micro-to-mainframe connections as well as micro-to-mini to mainframes will be examined in *Network World's* new section, and a local networking editor will oversee coverage and reporting from staff and contributors. "We plan to explore on a timely basis the technology involved in establishing and running local networks, as well as explaining management questions on the subject," said Hoard.



NETWORK WORLD

THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES VOLUME 3, NUMBER 38 NOVEMBER 24, 1986

▶BULK-CALLING BONANZA

Unisys calls up US Sprint

Carrier also joins BOC in high-speed data pact.

▶TUMBLING TARIFFS

AT&T chops long-haul fees, ups leased lines

MCI, US Sprint vow

rate cuts.

AT&T proposed service rate changes

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 1 JANUARY 5, 1987

WRITER/REPORTER

IDC Washington, McLean, VA is looking for a Writer/Reporter. Responsibilities include legislative and executive branch activities and preparing reports. Report on Federal computer/telecommunications acquisitision in the McLean, VA offices. A minimum of two years experience required. Contact Julius Jones, (703) 893-0833.

RESEARCH ASSISTANT

IDC Washington is seeking a Research Assistant to work in their McLean, VA office. The candidate must be a self-motivated researcher capable of focusing on the Federal Government's ADP and telecommunications acquisition process. Working knowledge of federal procurement processses, interest in information technology and good research, writing and interpersonal skills are required. Contact Julius Jones, (703) 893-0833.

SYSTEM MANAGER

Digital News in Boston is looking for an energetic person to manage a 3-MicroVAX II network supporting 35 users. Your responsibilities will include regular backup, performance tuning, user support on all hardware systems software and applications software, maintenance of online databases and management of hardware maintenance and service. Some applications programming also needed. Two to three years VAX/VMS system management exerpience, at least one year of programming experience in VAX/VMS environment, and experience with 4GLs would be a plus. Good people and communication skills a must. This position may also include some editorial exposure. Contact Jonathan Epstein, Director of Operations, (617) 482-8470.

ADVERTISING COORDINATOR

CWC/Peterborough is seeking an Advertising Coordinator. Reporting to Associate Publisher and Publisher, the candidate will be responsible for entering all advertising insertion orders and contract forms, checking all incoming advertising artwork and negatives and assigning reader service numbers. Also proof blue-line and four color proofs, fill in billing sheets and compile closing reports on the issue which lists new accounts, sizes, renewals, salesperson involved, total number of pages and ad linage for the issue. Also responsible for imposition of magazine issues and for ensuring that all special requirements are met (along with the Editorial Production Editor.) You should be detail oriented, have the ability to work under pressure, enjoy client contact and working on the telephone. Contact Deptartment CDR, CWC/Peterborough, (603) 924-9471.

MANAGING EDITOR

CWC/Peterborough is seeking a Managing Editor. In this position you will be responsible for editorial production, working closely with the design staff of the magazine and with the graphic services department. This position requires a knowledge of magazine production, superb organizational skills, and ability to meet deadlines and strong language. Contact Department CDR, CWC/Peterborough, (603) 924-9471.

SENIOR ANALYST - FEDERAL MARKET

IDC Washington is seeking a Senior Market Analyst to develop and research products for federal customers. Knowledge of the Federal ADP/communications marketplace, including market trends and patterns, procurement processes and the agency/contractor environment a must. Important: solid background in information technology and strong analytical and writing skills. An advanced degree is desired. Contact Nancy Zeidner, IDC Washington, (703) 893-0833.

ADVERTISING SALES REPRESENTATIVE

inCider magazine, Palo Alto, CA is seeking an Advertising Sales Representative to prospect, sell and service accounts in the western territories. Telemarketing or previous ad sales preferred. Contact Sanford Fibish, *inCider*, (415) 328-3470.

SENIOR PROGRAMMER ANALYST

International Data Group is looking for a Senior Programmer Analyst to work is the ISB - Data Center Department. In this position you will be responsible for developing detail computer systems design; building, testing and installing application programs; integrating modules and testing at a system level; and monitoring actual performance results. Three to five years Cobol programming IBM DOS JCL preferred. Familiarity with on-line database, especially Model 204 or UFO. College degree or equivalent experience. Contact Marianne O'Neill, Park St.

ASSOCIATE EDITOR

CWC/Peterborough is looking for an Associate Editor to be responsible for two application-oriented feature stories plus heavy departmental writing and acquiring and maintaining high-level industry contact. Proven writing credentials, preferably including two to five years experience in magazine publishing. A technical background is helpful, but a winning, take-charge personality is a must. Contact Roger Strukoff, CWC/Peterborough, (603) 924-9471.

ASSOCIATE EDITOR

CWC/Peterborough is seeking an Associate Editor to work in their Special Products Department. In this position you will be responsible for two applications-oriented feature stories plus heavy departmental writing. You will be expected to acquire and maintain high-level industry contacts. To be successful in this position you will have to be eclectic, enthusiastic and willing to provide immediate creative input. Strongest consideration will be given to those who have proven writing credentials, preferably including two to five years experience in magazine publishing. A technical background is helpful, but a winning, take-charge personality is a must. Contact Roger Strukhoff, CWC/Peterborough, (603) 924-9471.

COPY EDITOR

CWCI Framingham is looking for a Copy Editor to work in the Editorial Department. As Copy Editor, you will edit news copy for grammar, consistency and style; proofread page proofs; write headlines and work with an electronic, CRT-based computerized system to edit stories and electronically paginate *Computerworld* pages. A sharp eye for detail and ability to work under pressure of daily deadlines are required. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Contact Patricia Erickson, (617) 879-0700, x333.

EDITORIAL ASSISTANT

Network World, CWCI Framingham, is looking for an Editorial Assistant to work part-time. Responsibilities will include working with the editors and staff of a weekly communication newspaper; respond to telephone and writtern inquiries; open and sort mail; take phone messages; handle correspondence; light filing; make travel arrangements and work with the Atex and IBM PC terminals for archiving the publication. You must be well organized, detail-oriented, have the ability to keep on top of many responsibilities and have good telephone and office skills. Word processing experience is a plus. Contact Cheryl Tynan, (617) 879-0700, x345.

MAIL CLERK

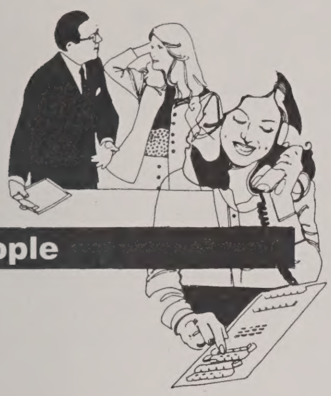
CWCI is looking for a Mail Clerk to work in the Framingham office. Responsibilities include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability and a valid Massachusetts driver's license is a must. Postal experience is a plus. Contact John Merullo, (617) 879-0700.

EASTERN SALES MANAGER

CWCI's International Marketing Services Department is looking for an Eastern Sales Manager responsible for representing the advertising sales interests of CWCI's 70 plus foreign publications in the Eastern and Central United States. This Framingham-based position requires a documented advertising sales background ideally in the high technology sector. The ideal candidate will have a working knowledge of international marketing and exporting concepts, as well as a sensitivity to the intercultural aspects of business communications. Interested candidates should submit a letter of application along with a current resume to Frank Cutitta, Managing Director, CWCI, International Marketing Services. No phone calls please.

IDG's 1987 PHOTO CONTEST CALENDAR

IDG distributed its 1987 Calendar at the Annual Christmas party on December 19. For those people who missed the party, please contact Chuck Ladouceur of CWCI to make arrangements to receive your copy.



People

IDC is extremely pleased to announce that **Sandra Iafolla** has been appointed Vice President, Leasing Planning Service. In Sandra's new role she will have responsibility for product development, client service support functions, and directing LPS research activities on a worldwide basis.

Sandra has been with the Financial Services Group for nearly five years, through her dedication and loyalty, she has played an instrumental role in the continued success of the group.

CWCI is pleased to announce the rehiring of **Laura O'Connell**, formerly Laura Frederickson, as Copy Editor. Laura has been working for the past four months as a Copy Editor at *Micro MarketWorld*. Prior to that, she was a *Computerworld* Editorial Assistant.

The CWCI Copy Desk is pleased to announce the promotions of **Steve Ulfelder** and **Mary Grover**.

Steve will be the Assistant Chief Copy Editor of *Computerworld*. Steve joined the desk in April and since that time has exhibited a high degree of competency in executing all the tasks of a copy editor. He achieved second-reader status in September, has worked with both news and feature material and has grown to be the master of high news headlines.

Mary will step into the Features Copy Editor slot that has been filled for the past few months by a temporary copy editor rotation process. Mary joined the desk in June and began second-reading in October. She is a very skilled Editor and will be a great asset to the production of *Computerworld's* features section.

The newest member of the IDG Chairman's Office is **Donald C. Young**, Senior Administrative Assistant. In this new position, he will provide support to the Executive Assistant to the Chairman of the Board, handle IDG's Matching Contribution Program, and various duties as assigned. Donald comes to IDG from CWCI where he began as a mail clerk and after nine months moved into the position of International Support Assistant in CWCI's Corporate Headquarters Office.

CWCI is happy to announce the appointment of three people to help launch the new "Spotlight" insert to appear in *Computerworld*.

Heading the section will be **Joanne Kelleher** as Senior Editor. Joanne has been a Boston-based freelancer for six years. She is well known in features as a reliable, experienced and talented writer, particularly on the long Executive Report lead stories. She has proven able to handle diverse topics for CWCI as well as publications such as *Inc.*, *PC Retailing*, *Personal Computing*, *CFO Magazine* and many others. She is also the Editor of several supplements appearing in Data Training and Information Center magazines.

An even more familiar face will be returning to CW, this time as Associate Editor. **Penny Janzen**, who left the Features Copy Editor position for *Micro MarketWorld* comes back to CW with additional experience in content editing, her major responsibility as part of the team. She will also be doing the layout of the section and working with the Senior Editor as necessary to solicit articles, develop art concepts, etc.

The third part of the Spotlight team is **Sally Cusack**, who has been a Datafile Coordinator and Senior Interviewer on IDC's Research File. She comes to the position with strong recommendations from IDC and an enthusiasm for the massive task of pulling together the comprehensive charts that are integral to each Spotlight.

Positions

Circulation Operations Manager

The newly created News Division of CWCI is seeking an experienced circulation professional to manage its fledgling/startup newsletter line.

This is a diversified position which requires an individual with broad based experience who is willing to assume a variety of responsibilities. Included in the scope of the position will be responsibility for all day-to-day newsletter activities encompassing print order management, direct marketing, fulfillment, production (using a desktop publishing facility), distribution, budgeting and modeling. With a number of start-ups scheduled for 1987, the position offers the challenge and excitement of being involved in launch planning and revenue.

The successful candidate will be a highly motivated, self-starter with two-to-five years of solid circulation and fulfillment experience. Production and distribution experience is highly desirable and familiarity with microcomputer use, specifically Lotus 1-2-3 and dBase III, would be helpful.

This position reports to the Division Vice President, CWCI, Framingham, MA.

Senior Editor

Due to the expanding coverage of microcomputer issues, *Computerworld* has an opening for a Senior Editor to take a leading role on the reporting staff in executing micro coverage for the the news pages and the microcomputer section.

The Senior Editor will closely coordinate his/her work with the current Senior Editor to increase *Computerworld's* reporting of breaking micro news stories, expand the scope of reporting on corporate end-user issues and guide the efforts of other headquarters and bureau writers involved in micro stories. In addition to news stories, the senior editors will jointly plan out weekly goals for the microcomputer technical sec-

Continued on next page

Positions

Continued from previous page

tion and work in conjunction with the News Director to execute and assign individual stories and projects.

Candidates should have a Bachelor's Degree in English, Journalism or Computer Science, with a minimum of four years Journalism experience, including at least two years focused on the computer industry and micro-computers. Candidates must be able to demonstrate in-depth knowledge of the computer industry, provide proven contacts within the user and vendor communities, and demonstrate an ability to work with other writers.

Interested candidates should send a cover letter and resume to Bill Laberis, Editor-In-Chief, CWCI, Framingham. No phone calls please.

IDG
WORLD
update

Editor-in-Chief
Jean Kane

Executive Editor
Nina Ricci

Contributing Editors
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Melissa Strayton

Publisher
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

Anniversaries

One-Year
Frederick Anderson, Jr., IDC
Kimberly Bartlett, IDC
Jennifer Biggie, CWCI
Martha Brandt, IFW
Helen Callan, LR
Kathleen Comiskey, IDC
Jeanine Finn, IDC
Anne Freed, CWC/P
Rochelle Ginenthal, PCW
Chantal Grace, IDC
Holly Lomax, CWCI
Andrew Ould, IFW
Thomas Roberts, IDC
Christine Sheroff, CWCI
Bradley Thorpe, IDC
Ann Lorraine Witzell, CWCI

Two-Year
Lois Beninati, CWCI
Paul Bonarrigo, CWCI
Kevin Brennan, IDC
Robert Edwards, IDC
Richard Larson, CWC/P
Michael McShane, IFW
Janet Morita, IDC
Margaret O'Reilly, PCW
Nancy Percival, CWCI
Robin Poulin, CWCI
Susan Wright, CWC/P

Three-Year
Shelley Bakst, IDC
Lori Cardarelli, IDC
Peter Cohen, IDC
Catherine Keefe, CWCI
Barbara Lewis, PCW
C. William Reed, LR
Andrea Seiff, IDC
Pauline Smith, CWCI
Nanette Taylor, IDC
Michael Wozmak, CWC/P

Four-Year
Viola Carre, IFW
Joan Daly, CWCI
John Desouza, IDC
Loretta Giglione, PCW
James McClure, DN

Five-Year
Gary Ciocci, CWC/P
Dorothy Ferriter, IDC
Elaine Rabinow, CWCI

Six-Year
William Cadigan, CWCI
Jay Wagman, IDC

Nine-Year
Marina Bonacci, CWCI
Margaret Shannon, CWCI

Happy New Year!

**from the
Staff of
IDG WORLD UPDATE**

IDG
WORLD
VOLUME 17, NUMBER 2 JANUARY 12, 1987 *update*

IDC Names J. Carl Masi Chairman & CEO

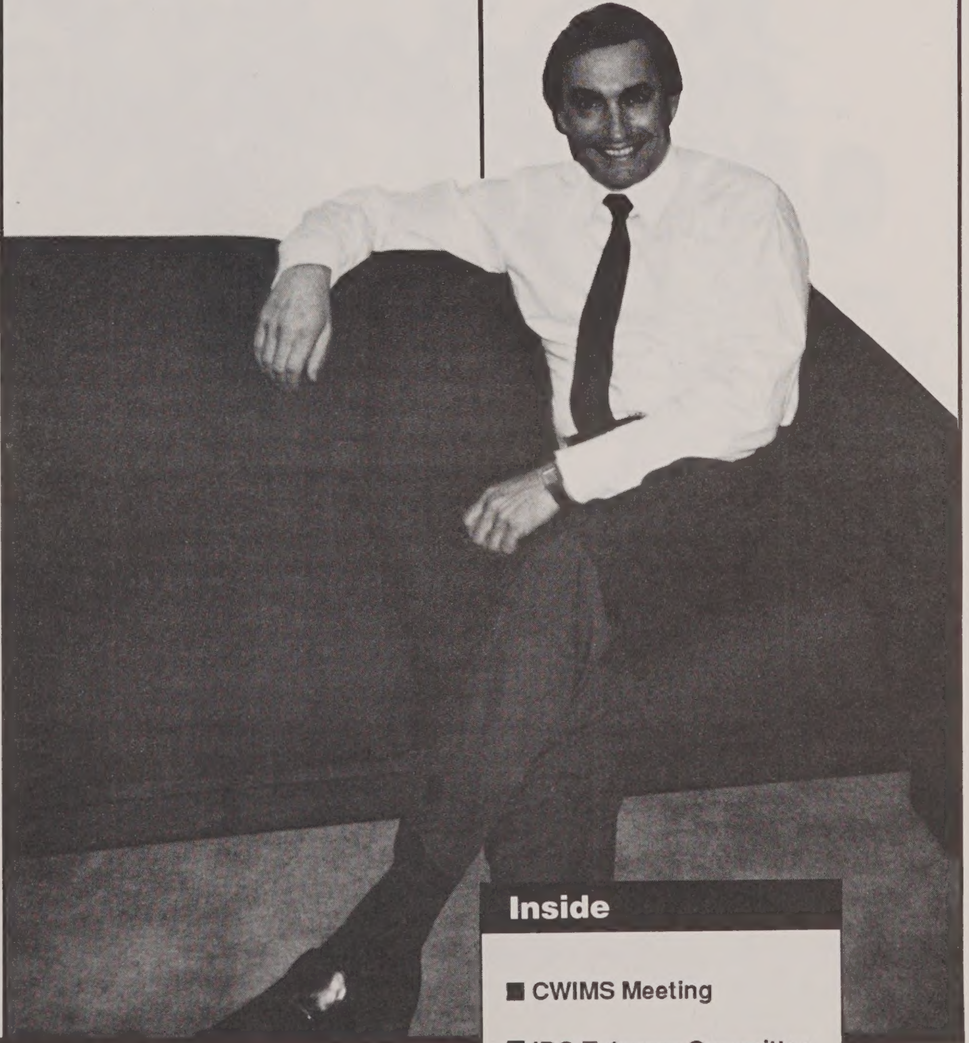
International Data Group Chairman and Chief Executive Officer, **Patrick J. McGovern** announced today that **J. Carl Masi** will become Chairman and Chief Executive Officer of International Data Corporation, effective January 1, 1987.

"For over 20 years, IDC has provided the computer and communications industry with the market and business intelligence it needed to become the fastest growing major industry in the world," said McGovern. "I am delighted that an international executive of Carl's experience and accomplishments will be heading up IDC. He brings a vision of the future opportunities available to the industry, a sensitivity to the planning and application needs of the users of information technology, and an understanding of effective business management which will be of great value to IDC's clients."

"IDC has been growing at over 25% a year since its founding in 1964," Mr. McGovern went on to say. "Under Carl's leadership we expect IDC to lengthen it's lead as the world's most important source of market, business and technology information in the computer, communications and electronics industries."

Prior to joining IDC, Masi was most recently Executive Vice President for Wang Laboratories.

"My greatest pleasure is helping companies improve their competitive edge by providing access to the right information at the right time in the right form," said Masi, adding that "this new position will allow me to bring my 20 years of industry experience to a diverse range of business challenges being faced by vendors and users alike."



Inside

- CWIMS Meeting
- IDG Telecom Committee

13 Countries Represented at CWIMS Meeting

Thirteen foreign countries plus the U.S. were represented at CW International Marketing Services' Second Annual International Sales and Marketing Meeting held from November 14 through 16 in Palm Springs, California.

The 50 attendees, including advertising managers, national sales managers and publishers, gathered at the Americana Canyon Hotel and Resort for information and to interact fact-to-face with other publications and countries in the CW family.

The three-day agenda began Friday, November 14, with two guest speakers **Geoffrey Cameron**, Managing Director, Geoffrey Cameron & Associates, London, England, a British advertising agency; and **Michael Jarvis**, who operates an international media buying service. This was followed by an Hawaiian luau/ dance show.

On Saturday, **Pierre Casse**, a dynamic speaker who is a professor at IMEDE in Switzerland and author of *Training for the Cross-Cultural Mind*, focused on how to work with other cultures. Mr. Casse is a Belgian sociologist and former World Bank training coordinator who provided attendees with a wealth of useful advice and information.

Wrapping up the meeting on Sunday, November 16, were **Tom Casalegno**, CWCI Chief Operating Officer, with a presentation on the future direction of CWCI, and **Frank Cutitta**, CWIMS Managing Director, who went over publication market profiles and how CWIMS operates.

Gathered outside the Americana Canyon Hotel and Resort for CWIMS Second Annual International Sales and Marketing Meeting are representatives of the following countries: Australia, Brazil, Finland, France, Israel, Italy, Japan, Netherlands, People's Republic of China, Sweden, United Kingdom, United States and W. Germany.

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 2 **JANUARY 12, 1987**

ADMINSTRATIVE ASSISTANT

Work with the Director and Manager of Creative Services. Offers excellent potential for professional growth and development to a well-organized individual who has good secretarial skills (55 wpm) and a pleasant telephone manner. Ideal candidate will enjoy working in a fast paced environment. Should have excellent communications skills, be comfortable and efficient working on a PC and be conversant with or interested in world affairs. A knowledge of foreign languages will be an asset. Contact Glenda Cudaback, IDG, (617)875-5000

MARKETING COMMUNICATIONS SPECIALIST

IDC's Vendor Business Unit is looking for a Marketing Communications Specialist. Responsibilities include the following: copywriting -- of targeted promotion letters; a bi-monthly newsletter promoting IDC's new products & services; press releases; tracking -- analysis of responses to promotion mailings; and planning, coordination & management of trade shows. Promotional copywriting experience necessary, marketing background a plus. Send resume and two writing samples to Carol Spach, IDC.

TECHNICAL EDITOR

Digital News Publishing is looking for a Technical Editor to report to News Editor. Responsible for technical copy reading and assistance to News Editor in story assignment and oversight of reviews and product profiles. Also expected to contribute regular columns and articles. Requires a knowledge of DEC hardware and software as well as writing and editing experience. Contact Corey Sandler (617)482-8470.

DIRECTOR OF DIRECT MARKETING

MarComm Group - CW Communications. You will be responsible for supervising all direct marketing activities in the U.S., including circulation promotion planning and campaigns, trade show attendance promotion, list rentals and database development. You will be selling your division's services to IDG clients and will have bottomline responsibility for revenues and expenses. Must have excellent managerial skills as you will supervise a staff of 20, have 7-10 years experience in direct marketing to incude an excellent knowledge of circulation economics and promotion. Familiarity w/database development is also necessary and list sales and management experience is desirable. You must also be able to effectively sell your services to clients at profitable rates. Contact Gail Odeneal at (617)879-0700, extension 400.

SALES SUPPORT ASSISTANT

PC Resource/80 Micro is looking for a Sales Support Assistant for the Palo Alto, CA office, to work in their advertising department. Responsibilities include verbal interaction with clients and the transfer of important sales information, generating mass mailing to clients and maintaining complimentary subscription lists. You will maintain close interaction with the advertising coordinator in Peterborough, NH and act as liaison between the ad coordinator and the regional sales manager. Responsible for phone back-up and general administrative support in a small office. Two to three years secretarial experience, 60 wpm typing, and top communication skills required. Candidate must be able to learn all aspects of magazine publishing as they relate to the sales department. Previous PC experience very desirable. Contacy Brenda Billhimer, *PC Resource/80 Micro*, Palo Alto (415)328-3470 x337.

MARKET RESEARCH ANALYST

CWCI-Framingham. Design and execute survey research for our publications and advertisers. Experience with survey and sample design, questionnaire construction, data analysis, statistical techniques, and PC statistical software desired. Strong oral and written communication skills, plus an exellent ability to work with a variety of clients are a must. At least 2-3 years of professional experience in market research. Knowledge of advertising and/or publishing a plus. Contact Phyllis Wishnie, (617)879-0700.

ADVERTISING COORDINATOR

80 Micro/PCR - CW/Peterborough. You will be responsible for entering all advertising insertion orders & contract forms, checking all incoming advertising art work & negatives, & assigning reader service number. Also, proof blue-lines & 4-color proofs, fill in billing sheets & compile the closing report on the issue, which lists new accounts, sizes, renewal & adlines. Also, imposition of magazine issues, & for ensuring that all special requirements are met. Should enjoy detail-oriented, enjoy client contact & working on the telephone. Contact Rene Dynan CW/P (603)924-9471.

MARKETING/SALES SECRETARY

CW-Framingham - Marketing/Sales. Responsibilities will include maintenance of library, sales journals & complimentary subscription list. Other responsibilities will include travel arrangements, filing, typing and telephone back-up. Must have an excellent telephone manner, work well under pressure and be willing to accept other projects when assigned. Accurate typing (50 wpm) is a must. Contact Audrey Shohan (617)879-0700 ext. 505.

RESEARCH ASSISTANT

CWCI-Framingham. Your responsibilities will be to assist in coordinating research projects to include supervision and scheduling of production studies, preparing reports and other special projects. If you are well organized, detail-oriented, possess good clerical skills and can keep on top of many assignments, then we encourage you to apply. Contact Mary Ann McAuley (617)879-0700 ext. 529.

MANAGING EDITOR

CWC/Peterborough - Computers in Science. You will be in charge of editorial production to include working closely with the magazine design staff and the graphic services department. Requires a knowledge of magazine production, superb organizational skills, an ability to meet deadlines and strong language skills. Previous editorial experience is required. Computer/science/high-tech editorial content experience is a plus but not a requirement. Contact Renee Dynan (603)924-9471.

ACCOUNT MANAGER

IDC Financial Services Business Unit candidates must have minimum of 3 years direct sales experience with quota. Knowledge of computer leasing business a plus. Candidate must be located in Chicago or East Coast cities. Please forward resumes in confidence to G.F. Tanham, IDC Chicago. No phone calls please.

PRODUCT CLASSIFIED ADVERTISING SALES

CWCI/Framingham-Advertising Sales. Sell advertising space in product classified advertising section. Responsibility will be for CW's Buy/Sell/Swap section. Responsibilities include telephone sales, as well as some personal contact and limited sales trips to secure business, as necessary. Person must be a strong individual, with a proven record of classified advertising space sales success, preferably in the computer industry. Minimum 2-3 years experience in space sales required. Stong verbal, written and organizational skills a must. Contact Ed Marecki (617)879-0700 x444.

EDITOR-IN-CHIEF

CWCI/Framingham-News Division. Will have full responsibility for the enhancement & maintenance of the News Network which consists of 11 F/T editors in 4 hub citites. Responsibilities include managing & directing the editorial staff, determining needs of editors around the world, determining criteria for selection of stories & content; and developing the editing style. Reporting to the Division Vice President, you will assist with refocusing the Network. Excellent managerial capabilities, minimum of 5 years in a senior editorial position & a solid news background. Experience with a computer-technical news organization, news wire, or a daily newspaper & knowledge of the global computer market highly desirable. Must possess outstanding motivational, interpersonal and communication skills. Contact Brenda Fischer/Bill Howard (617)879-0700 x613.

EDITOR

CWC/Peterborough-Computers in Science. You will lead the editorial team & be responsible for the editorial directio n& content of this new magazine to include supervising the editorial staff, planning issues, editorial budgeting, finding & working with authors, reviewing submissions, & representig the magazine at conferences & trade shows. Must have previous editorial management experience with science, computer or high-tech content knowledge. Start-up experience is highly desirable. Contact Renee Dynan (603)924-9471.

RESEARCH ANALYST

IDC Framingham - MAST. Responsibility for developing, implementing & delivering IDC's Buying Intentions Report which provides quarterly measures of end-user plans based on survey data. Requires quantitive analysis knowledge/ experience using survey-based information, strong writing skills, and a BS w/a quantitative orientation. Graduate education, computer industry knowledge and prior research experience would offer significant advantage. Contact Ken McPherson (617)872-8200 x667.

RESEARCH ANALYST

IDC Framingham - MAST. Participate in a program that responds to a wide range of issues through intensive data collection, & produce quantitative reports based on survey-derived data. Also, maintaining data integrity, developing PC-based files of all survey data & assist in the design of the marketing plan. Required are a BS, good analytical and quantitatively-oriented skills; background in statistics, writing experience, DBASE III and/or spreadsheet packages is a plus. Contact Judy Danielson (617)872-8200 x344.

SALES COORDINATOR

CW Communications-Menlo Park. Correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed. Well organized, flexible and able to function with a minimum of supervision, have strong verbal skills and an excellent telephone manner. Contact John Hemsath (415)328-4602.

SENIOR EDITOR

CW/Peterborough - *80 MICRO*. You will be responsible for supervising the in-house and freelance copy editors, handling assignments and second editing. You will also help the Executive Editor to solicit articles and be a liaison with freelance authors. You must have excellent copy and editing skills and publication experience. Contact Judy Walker (603)924-9471.

SENIOR EDITOR-MICROCOMPUTERS

Computerworld. The senior editor will closely coordinate his/her work with the current senior editor to increase *Computerworld's* reporting of breaking micro news stories, expand the scope of reporting on corporate end-user issues and guide the efforts of other headquarters and bureau writers involved in micro stories. In addition to news stories, the senior editors will jointly plan out weekly goals for the microcomputer technical section and work in conjunction with the news director to execute and assSgn individual stories and projects. Candidates should have a bachelors degree in English, Journalism or Computer science, and a minimum of four year journalism experience, including at least two years focused on the computer industry and microcomputers. Candidates must be able to demonstrate in-depth knowledge of the computer industry, provide proven contacts within the user and vendor communities, and demonstrate an ability to work with other writers. Candidates must also show the ability from past experience to work under the pressure of daily deadlines. Interested candidates should send a cover letter and resume to Bill Laberis, editor in chief, at *Computerworld's* Framingham office. No phone calls please.

MARKET RESEARCH ANALYST

The CWCI market research department has an immediate opening for a market research analyst to design and execute survey research for our publications and advertisers. Experience with survey and sample design, questionnaire construction, data analysis, statistical techniques, and PC statistical software desired. Strong oral and written communications skills, plus an excellent ability to work with a variety of clients, are a must. To qualify, you should have at least 2-3 years' of professional experience in market research. Knowledge of advertising and/or publishing a plus. To apply, please send a letter or resume to Phyllis Wishnie, Market Research Manager, CWCI, Framingham.

EXECUTIVE EDITOR

Computerworld has an opening in its headquarters' editorial offices for an executive editor, the number two post at the publication. Responsibilities include coordination of the features and news efforts of *Computerworld* to the extent that the two closely reflect the editorial focus and direction as set by the editor in chief; work closely with news writers to develop concepts and ideas into news stories; attend all news and feature meetings, as well as weekly budget meetings to help determine placement of news stories; assist in writing of all news headlines, along with eidtor in chief and news director; work closely with individual writers to develop more effective reporting technique. Candidates should have minimum of four years experience in writing, reporting and editorial management in the area of computer journalism, trade journalism, business journalism, or related work. A strong presence and notoriety within the computer industry is a major plus, as part of the responsibility of the executive eidtor is to enhance *Computerworld's* image outside the company. Interested candidates should send a cover letter and resume to Bill Laberis, editor in chief, at *Computerworld's* main office in Framingham. No phone calls, please.

ASSISTANT CIRCULATION DIRECTOR

CW Communications Framingham-Circulation. Assist with the circulation operation to meet goals, learn to analyze and interpret circulation reports, and act as a liaison with our mailing house to insure on time mailings of invoices and renewals. Also be responsible for the administration of department, record keeping and travel arrangements. Should be good with figures and calculations. Knowledge of PC helpful, but not a requirement. Some travel involved. Contact Nancy Merritt (617)879-0700 x360.

LIST RENTAL COORDINATOR

CW Communications Framingham-DMS. Manage various list rental activities. Entry level position that will provide excellent experience in all aspects of direct marketing. Responsibilities include: daily order processing, monthly invoicing and reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure in a fast-paced environment, possess some word processing skills and have a helpful, informative phone manner. Contact Deb Goldstein, List Manager (617)879-0700 x239.

TECHNICAL MANAGER

CWCP-RUN. Editorial. Primary duties include soliciting and reviewing article and program submissions, overseeing special projects, working with the editor to set the magazine's editorial direction, writing an occasional review, article or column or rewriting material as necessary, and representing the magazine at computer shows, demonstrations and conferences. Excellent technical and writing skills. Familiar with Commodore Computers, the industry and the magazines position in the marketplace. Good communication and programming skills are a must. Contact Dennis Brisson, Editor in Chief - RUN (603)924-9471 x410.

GRAPHICS ASSISTANT-EDITORIAL

CW Framingham. Assist Graphics Editor with the production of generated charts and informational graphics for Computerworld News and features section using the MacIntosh. Additional tasks might include working on the year-end Forecast Issue as well as Extra Magazine. Experience with producing informational graphics is required. MacIntosh experience or the desire to learn is necessary. This is a contract position and the working hours are still to be determined. Contact Mitchell J. Hayes, Graphics Editor (617)879-0700 x416.

BOOKKEEPER

IDG - Finance & Accounting. You will have responsibility for accounts payable, accounts receivable, sales and other miscellaneous bookkeeping functions as well as data entry work. At least one year of experience in the bookkeeping areas mentioned above. Contact Debbie Sobin, Accounting Manager (61)875-5000.

RESEARCH MANAGER - DEC ADVISORY SERVICE

IDC/Framingham - DEC Advisory Service Vendor Group. Seeking someone to work on the new DEC Advisory Service. Minimum of 3 years experience in market research, writing and client relations is required.
Writing and analytical capabilities are essential and we prefer one who understands Digital Equipment Corporation and its marketplace. Contact Jay Wagman (617)872-8200 x374.

MAILCENTER SUPERVISOR

CW Communications/Framingham - Mailcenter. Responsibilities will be to coordinate, supervise & be responsible for all mailroom activities. Need to maintain good working relationship & keep lines of communications open w/U.S. Postal Service & other companies within our organization. You need to be well versed with the regulations concerning shipment of materials within the U.S. and overseas, have held a similar position for at least two years, possess excellent organizational skills and an eye for details is also essential. Contact Richard Ciliberto (617)879-0700 x219.

SALES SECRETARY/ASSISTANT

CW Communications - Recruitment Advertising. This is a full-time position reporting to the National Classified Recruitment Director. Responsibilities include assisting the Director in the launch of a dynamic recruitment telemarkting team, supporting the field sales force, implementing policy and procedures as directed, updating sales promotion tools, typing correspondence, maintaining administrative client/agency contact, and special projects as needed. You will work closely with many internal departments along with client/agency advertisers. This position requires an excellent phone manner, above average secretarial skills. Word processing or PC experience is a plus. Applicant must be organized, flexible, and able to adapt to changing work situations. Contact Alice Longley (617)879-0700 x265.

News of Note

InfoPC: First French/PC Pub. to Achieve Audit Status

InfoPC, formerly *OPC*, the magazine for IBM PC users in France achieved a guaranteed paid subscription circulation of 20,000 by its January 1987 audit statement.

This distinguishes the publication published by CW Communications/Inc.'s European publisher, Micro Presse, as the only audited microcomputer magazine in France.

In addition, *InfoPC* has a newsstand circulation of 20,000, for a total paid circulation of 40,000.

Its major audience consists of microcomputer managers, computer department managers, consultants and computer services companies.

The French PC market has experienced tremendous growth over the last several years. According to IDC, 90% of the 620,000 business/professional microcomputers installed in 1986 were PCs, a dramatic jump from less than one percent in 1982. It is estimated that by 1990 France will have an installed base of over two million PC units.

InfoPC
La formation par Initial
L'AN 1 DU TOKEN RING
LA PERCÉE DE L'EGA
LE VRAI PRIX D'UN PC
MICRO MARKET WORLD
This week
Price cuts pave the way for IBM's new products
286 vs. 386: the developers' great dilemma
Novell Netware misses deadline
Avoiding conflict between distribution channels

Micro MarketWorld Moves to Menlo Park

Micro MarketWorld announced that the publication has moved its offices from Framingham, Massachusetts, to Menlo Park, CA. The move enables *Micro MarketWorld* to share editorial and sales resources with *InfoWorld*, its sister publication at CWCI's Menlo Park offices.

Said *Micro MarketWorld's* Publisher **Art Shields** of the move, "Both *Micro MarketWorld* and *InfoWorld* will benefit from an editorial synergy that will enable us to better serve our readers."

Micro MarketWorld and *InfoWorld* are related newsweeklies in that they both address the information needs of volume buyers of computers for business. *MMW*, however, is directed at those who buy computer systems to resell to businesses, specifically value-added resellers, while *InfoWorld's* audience is end-user business buyers. By sharing a common geographic base, the two publications promise to further strengthen CWCI's PC base on the West Coast.

David Hill, Editor of *Micro MarketWorld*, will relocate to Menlo Park and will supervise the publication's editorial staffing. **Ed Scannell**, Senior Editor, has been promoted to East Coast Bureau Chief in Framingham, where he will head the East Coast Editorial Staff. All production, ad sales and circulation will move to Menlo Park.

IDG Telecommunication Planning Committee Seeks Participants & Ideas

The IDG Telecommunications Planning Committee is now being organized to prepare a report to be presented at the IDG Long Range Planning meeting at Squam Lake in June. This planning report will examine emerging opportunities in the telecommunications industry, and assess IDG's role in this rapidly growing marketplace.

Interested IDG/CWCI/IDC staff are invited to participate. Contact **Kim Myhre** x325 or **Lisa McLoughlan** x489 at IDC, to find out more about the planning committee .

Mark Your Calendar

Each week *IDG Update* will publish a Calendar listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Jean Kane, IDC Framingham.

Feb. 9-12	Conference Management Group's Communication Networks '87 Washington Convention Center Washington, D.C. Contact Nancy Thayer at CWCI, x434
Mar. 2	IDC Briefing Session Copley Plaza 138 St. James Ave. Boston, MA
Mar. 4	IDC Briefing Session Grand Hyatt Park Ave. at Grand Central New York, NY
Mar. 9	IDC Briefing Session Bethesda Marriott 5151 Pooks Hill Road Bethesda, MD
Mar. 13	IDC Briefing Session Red Lion Inn 2050 Gateway Place San Jose, CA

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

People

Bob Randolph Appointed IDC Director

Please join in welcoming **Robert Randolph** to the IDC Vendor Business unit as Director of the DEC Advisory Service. Bob has been associated with IDC's Custom Consulting Division for the past four years. He has over twenty years experience in the software and hardware product areas including marketing, management, and product development. Mr. Randolph's expertise includes a thorough understanding of the strategies and marketing issues related to the information technology industry.

Mr. Randolph has held a number of positions at DEC including: Senior Product Manager /Marketing, Corporate Software Product Marketing; Manager Applications Planning and Development for the Commercial Systems Group; and Senior Software Product Manager for the Large Computer Group. In addition, Mr. Randolph was the Director of Marketing at Azrex, Product Planning Manager for 16 bit hardware at Perkin Elmer.

As Director of the DEC Advisory Service, Bob will be responsible for the development, marketing and sales of that product and conferences.

RUN editors **Harold "Buzz" Bjornsen** and **Tim Walsh** have co-authored a submission for the latest edition of *"What Color is Your Parachute?"* the popular job-hunting and career-changing guidebook. Their entry, "A Basic program for Commodore Computers," will help job-seekers prioritize items to determine which are most important, next most important, etc.

Their collaborative effort will appear in the 1987 edition of the paperback, which has been revised each year since 1976. The book has sold over 2 1/2 million copies and has been on the New York Times best-seller list for six years.

Walsh, *RUN's* technical editor, has authored several reviews and feature articles for *RUN*. As the magazine's new products editor, Bjornsen compiles the monthly new products column and is also responsible for several other columns in the magazine.

Congratulations are in order for **Roger Goode**, Art Department of *RUN* and *AmigaWorld*. He recently won the John Young-Hunter memorial award for oil painting at the 73rd annual exhibition of the Allied Artist of America, Inc. For those of you who are familiar with Roger's work, his submission was the oil painting of Gary Ciocci of *80 Micro*. This painting was also awarded the 'Merit Prize' for oil at the Sharon Arts Center annual Exhibition.

Karen Elliott, who has been with CWCI since 1978 when the company was located in Newton, Massachusetts, has become the new CWCI Corporate Executive Assistant. She is now working with Marion Kibbee and Debbie Waters in Chief Executive Officer Axel Leblois' office.

Some of her new responsibilities include making travel and meeting arrangements, supporting the Vice President of Corporate Services and other administrative support functions.

Karen has been the Circulation Manager for *Micro MarketWorld* since January 1986. Before that, she was in customer service, a Systems Supervisor, and Circulation Coordinator, all in the CWCI Circulation Department.

IDG

WORLD

VOLUME 17, NUMBER 3 JANUARY 19, 1987 *update*

MACWORLD Expo is a Major Success

Thirty thousand attendees crowded the exhibits at MACWORLD EXPO in San Francisco making the show a major success for IDG's *Macworld* and *Publish!* magazines, as well as for the industry.

"There is no question about it, this show was extremely successful," said PCWCI President and CEO **Bart Rhoades**. "This event reaffirms the renewed vitality of the business market for the Macintosh."

MACWORLD EXPO is co-sponsored by *Macworld* Magazine and World Expo Company.

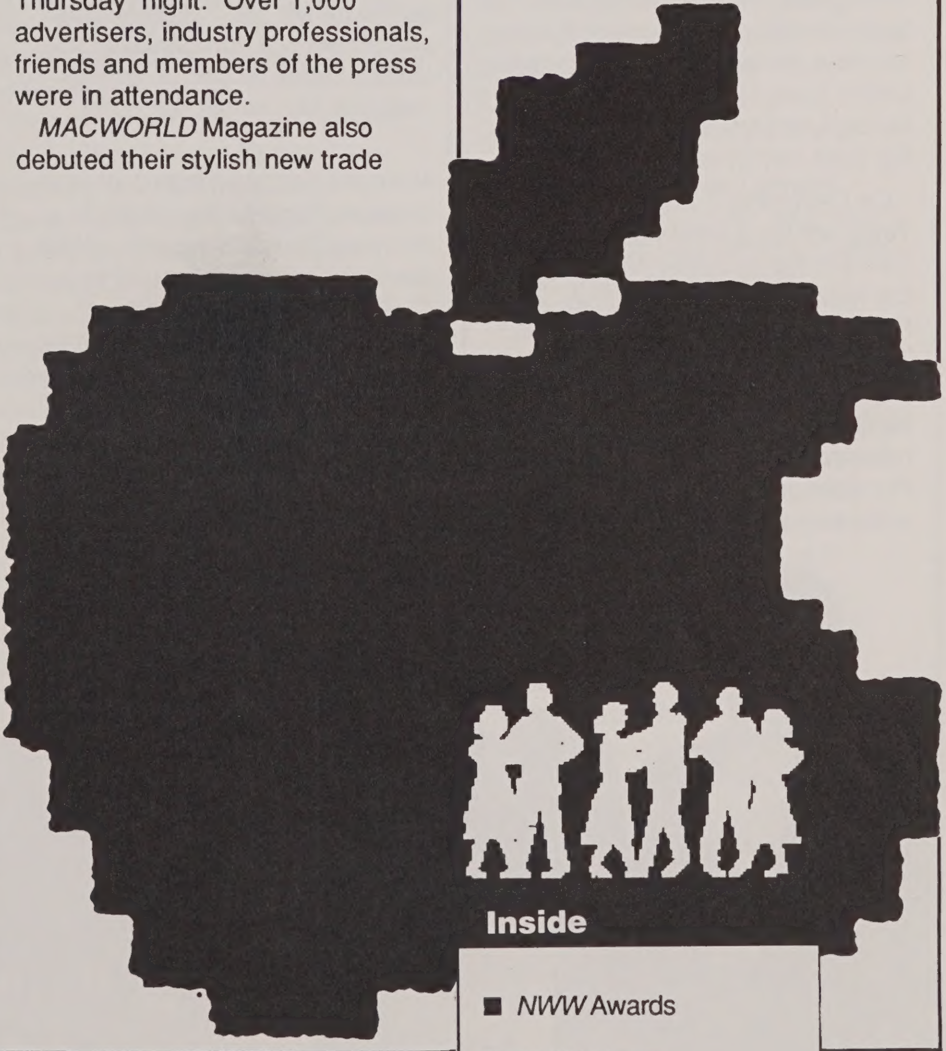
Business users and computer enthusiasts were introduced to many new products and services at the show which ranged from the Dynamac, a sleek, briefcase version of the Macintosh to an artist from Palo Alto, California who will customize the exterior of your Macintosh to integrate gracefully with your interior design color scheme.

Local reporters noted two "new" Macintosh models which are on the horizon, "Freeport" Macintosh and Paris "Open Mac," both promising enhanced performance and capabilities.

Much of the enthusiasm surrounding the Macintosh springs from its unique desktop publishing capabilities. Over 60% of the exhibitors displayed goods and services related to the desktop publishing application.

MACWORLD Magazine sponsored a cocktail reception at San Francisco's DV8 club on Thursday night. Over 1,000 advertisers, industry professionals, friends and members of the press were in attendance.

MACWORLD Magazine also debuted their stylish new trade show booth from which 15,000 copies of *MACWORLD* and 10,000 copies of *PUBLISH*! were distributed. The magazines were so popular, "We literally had to ration them on Friday to get through the show on Saturday," said **Rhoades.**



Inside

- *NWW* Awards
- CWCI News

News of Note

CWCI Has Busy December

Pat McGovern appeared on a *Voice of America* "feature" radio broadcast about CWCI that aired December 12 entitled "A World of Computer Magazines." He was interviewed for ten minutes by *VOA* bureau chief Fred Cooper about CWCI's contributions to the global computer marketplace. Pat talked in general about the CWCI worldwide network and specifically about CWCI joint ventures with China and Hungary.

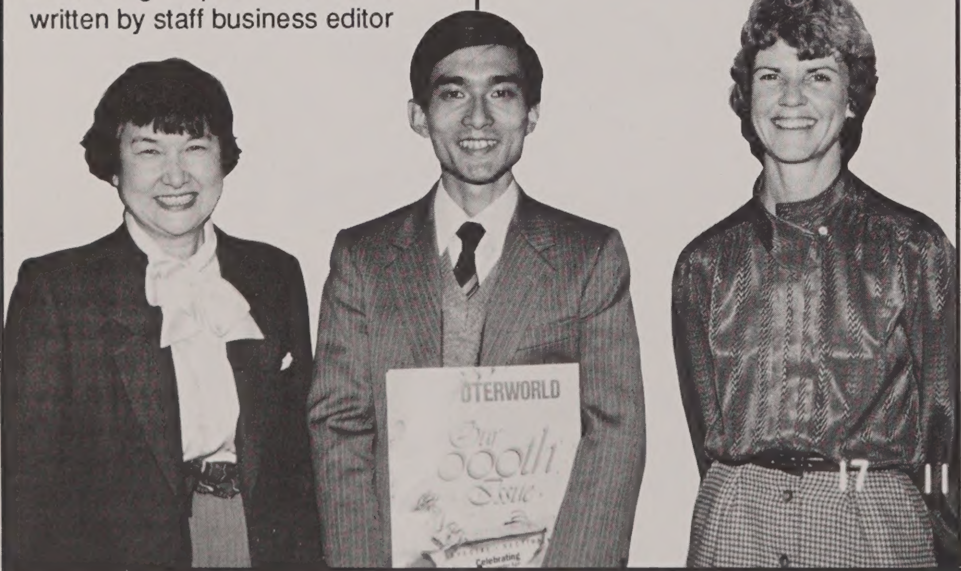
The *VOA's* character is to serve as "a consistently reliable and authoritative source of news" to the world about current developments in all sectors of America. It broadcasts in 42 languages worldwide, including Azerbaijani, Swahili, Khmer and Serbo-Croatian, to over 120 million listeners. Its audiences include the Middle East, U.S.S.R., South Asia, Africa, Latin America, Europe, the Far East and Oceania.

On December 2 the *Worcester Telegram* ran a two-page feature on CWCI in the business section with the headline "Computers Put Publisher on Top of Many Worlds." The highly visible piece included a separate sidebar on **Pat McGovern** and a front-page reference that read, "Giant--CWCI A Publishing Empire." The article was written by staff business editor David P. Kowal and featured quotes from **Axel Leblois, Jack Edmonston** and **Bill Laberis** in addition to the profile on Pat McGovern.

Other Goings on:

Mr. Makoto Takamori, a senior staff member of the systems development section (computer systems), Hitac Division of Facom-Hitac Limited, Tokyo, spent a day touring the CWCI and IDC offices in Framingham with his interpreter, Yasue Klein. Takamori stopped in Framingham on his way back from the COMDEX show, where he spent his time discussing international marketing with **Sheryl Merchant** of CW's International Marketing Services Department, and **Jack Hart** Vice President International Planning Service at IDC. He was presented with *Computerworld's* 1000th issue before he left. Mr. Takamori was visiting several companies in the United States as part of an informational tour for his company.

Makoto Takamori (center), of Hitac Division, Facom-Hitac Limited, receives Computerworld's 1000th issue during his recent visit to CWCI's Framingham headquarters. Accompanying him on a tour of the facility were Yasue Klein, interpreter (left), and Sheryl Merchant (right), of CW's International Marketing Services.



Mike Raimondi Named IDC Director

Mike Raimondi is the new Director of Database Services in the Data Resources Group at IDC.

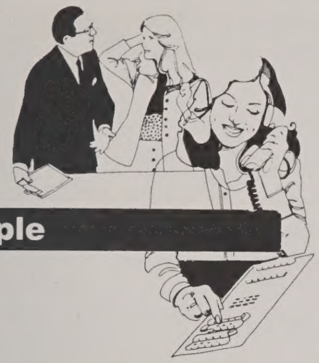
In this position, Mike's responsibilities will include marketing, sales, applications development, customer support, and training across all of IDC's databases. Mike will play an active role in the evaluation of alternative electronic delivery systems for providing information to clients both now and in the future. Mike will also play an important role in interfacing with other IDC groups and providing market feedback to the data collection area of our operation.

Mike comes to us from Data Resources, Inc., where he was Midwest Regional Manger of the Dodge/DRI Construction Services. Prior to assuming this role, Mike had various sales, marketing, and product development positions during his nine year career with DRI. In particular, Mike was Director of Sales in the Economic Information Group; Director of Sales and Marketing for the International Information Products, which included the marketing and sales of detailed industrial databases; Manager of Business Development for the Cost Forecasting Services; and Managing Economist for the Utility Cost Forecasting Service.

Mike brings valuable experience in developing, marketing, and selling database products and applications through various electronic media.

NWW Awards

The *Network World* awards party has been scheduled for February 10 at The Potomac, Washington, D.C.'s trendiest new restaurant. *NWW* Editor Bruce Hoard will present the publication's second annual User Exellence Awards to Florida Power & Light, first place, and First Wisconsin National Bank of Milwaukee, second place. Each will receive the award for employing state-of-the-art networks and management technology.



People

Chris Clyne has been promoted to Regional Manager for *Network World.* Clyne will be selling advertising space in the Pacific Northwest, with supervisory responsibilities for Southern California, the Rocky Mountain states and the southwest, as far east as Texas.

Clyne was promoted from an ad sales position at *Network World*, where she had been working since the publication's inception in March 1986. She began working in ad sales for CWCI in 1984.

Prior to joining CWCI, Clyne sold ad space on the West Coast for *Personal Computing*, published by Hayden Publishing. Previously, she sold financial planning services for the Equitic Financial Group in Oakland, CA.

Donna Pomponi has been named District Manager of *Network World.* Pomponi will service the advertising and marketing needs of voice and data communications companies in the New England area from her base in Natick, MA. Her appointment took effect December 15.

Pomponi joined CWCI in 1980. For the past two years she served as Northwest Sales Manager for Palo Alto, California-based *inCider* magazine, the CWCI monthly for Apple II users. Prior to that, she was Northwest Sales Manager for CWCI'S *Micro Marketworld*, the newsweekly for the value-adding reseller community, based in Menlo Park, California. Her first job with CWCI was as Conference Manager for the CW Conference Management Group in Framingham, MA.

Before coming to CWCI, Pomponi worked as a trade show consultant for Marsha Brenner & Associates in Waltham, MA. She also taught high school and worked as a guidance counselor in Massachusetts.

Beth Dudas has joined CW Communications/Inc. in Irvine, CA, as Regional Sales Manager for *Micro Marketworld.* She will be responsible for ad sales for Los Angeles and a portion of Orange County, CA.

Dudas comes to CWCI with 15 years experience in advertising space sales, training and management, and corporate marketing. Most recently, she sold ad space for *Business Software Magazine* and for *Dr. Dobb's Journal.* Both books are published by M&T Publishing of Redwood City, CA.

A native of Pennsylvania, she lives in Mission Viego, CA. She is married and has two daughters.

Micro Marketworld has announced that **John Hemsath** has been appointed Regional Sales Manager. He will be responsible for ad sales in northern California and will be based in Menlo Park, CA.

Prior to joining CWCI on November 3, Hemsath was District Sales Manager for *PC Magazine*, Ziff-Davis Publishing, Chicago, where he sold ad space for three years, covering 15 states and Canada. Before that he worked for three years as field sales engineer for Honeywell's Micro Switch division in San Jose, CA, where he sold solid state electronic switches to the San Francisco/Bay area computer marketplace.

Pauline Manning has been named Account Executive for *Boston ComputerNews (BCN)*, the new CWCI monthly for the greater Boston computer community.

Manning will be responsible for selling advertising for *BCN,* which has already exceeded ad sales projections with over 30 repeat advertisers in the second issue. *BCN* Publisher Geoff Dodge reports that thousands of subscription requests have been submitted for the publication that considers itself "the definitive source for regional information on computers."

Prior to joining CWCI in September 1985, Manning worked in public relations for the Sheraton Grand Hotel in Washington, D.C., and as a newswriter/reporter for WPLM radio in Plymouth, MA. At CWCI, she worked in the sales departments for *MacWorld*, the Macintosh-specific monthly, and *Network World*, the newsweekly for the communications industry.

Bob Hamel has joined the staff of *Network World* as Senior Editor in charge of the "Communciations Manager" section.

Bob was recently at Cullinet Software where he wrote product briefs, technical summaries and user stories for marketing purposes. Before working at Cullinet, he was a senior marketing communications specialist for Ztel, the starcrossed PBX maker.

Congratulations to **Dee Clark** of the IDC Library. Dee and Joseph Daltorio were married Christmas Eve by Justice of the Peace **Paula M. Zinck** of the IDG Accounting Department. Best wishes to all!

Axel and **Christine Leblois** recently welcomed their new son Stephane who was born on December 22, weighing 6 pounds. Congratulations!

Lee Rudenauer will be starting her new position as Corporate Services Coordinator as of January 1, moving from her current position as fulfillment coordinator of *Micro Marketworld.* Her multi-faceted duties will involve working with Marion Kibbee, Vice President, Corporate Services, and Brenda Fischer, CWCI's recruitment consultant.

Lee joined CWCI's Circulation Department in May 1982 with responsibility for qualification of subscribers and premium fulfillment. She progressed to *Computerworld* circulation fufillment for *Infoworld* and *Computerworld*, and then to her latest position with *Micro Marketworld.*

Continued on next page

People

Continued from previous page

The varied background Lee brings to CWCI includes administrative work for the Town of Wayland and a tenure in accounts payable for Thermo-Electron.

A native of Cochitate, MA, where she still lives, Lee will be an important addition to the Corporate Services staff.

E-MAIL Update

Tymnet has made a change to the access telephone numbers. The new access number for the 1200 baud is 617-439-3400. This replaces the current access number 617-292-1900. The new 2400 baud access number is 617-439-3531. This replaces the current access number of 617-357-5057.

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

Mark Your Calendar

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Jan. 29/30	IDC New Product Development Meeting Ocean Edge Conference Center, Brewster, MA
Feb. 6	Data Base Diversification Task Force Meeting IDC Boardroom
Feb. 9-14	CWCI Long Range Planning Meeting Euorpean Managers General Manager South America, and VP Pacific Basin Italian Alps
Feb. 9-12	Conference Management Group's Communication Networks '87 Washington Convention Center Washington, D.C. Contact Nancy Thayer at CWCI, X434
Feb. 10	*Network World* Awards The Potomac Washington, D.C.
Feb. 16-18	CW Publishing Conference Sheraton Tara Nashua, NH Contact Carol Audlee, x415
Mar. 2	IDC Briefing Session Copley Plaza 138 St. James Avenue Boston, MA
Mar. 4	IDC Briefing Session Grand Hyatt Park Ave. at Grand Central New York, NY
Mar. 9	IDC Briefing Session Bethesda Marriott 5151 Pooks Hill Road Bethesda, MD
Mar. 13	IDC Briefing Session Red Lion Inn 2050 Gateway Place San Jose, CA

Anniversaries

One Year

David Essex - CW/P
Roger Goode - CW/P
Ted Jastrzembski - IDC
Alice Laplante - IFW

Two Year

Christine L. Boyle - IDC
Ellen S. Levin - IDC
John Schilin - IFW
Rebecca Segal - IDC
Audrey A. Shohan - CW
Kelly Simakauskas - IDG
Donald C. Young - IDG

Three Year

Kenneth J. Blakeman - CW/P
Lee W. Doyle - IDC
Lynn K. Fujikawa - IFW
Barbara Sands - IDC
Lila A. Villarreal - PCWCI

Four Year

Dee Clark - IDC
Cecile Giguere - CW/P
Gale M. Paterno - PCWCI
Bev Woodbury - CWC/P

Five Year

MaryJo McSorley - IDC
Dave Rowell - CWC/P

Seven Year

Donna Pomponi - CW

Eight Year

Kenneth McPherson - IDC

Nine Year

Jeffrey D. DeTray - CWC/P

Ten Year

Maureen Burke - CW

Eighteen Year

Mary Trayte - IDC

IDG
WORLD
VOLUME 17, NUMBER 4 JANUARY 26, 1987 update

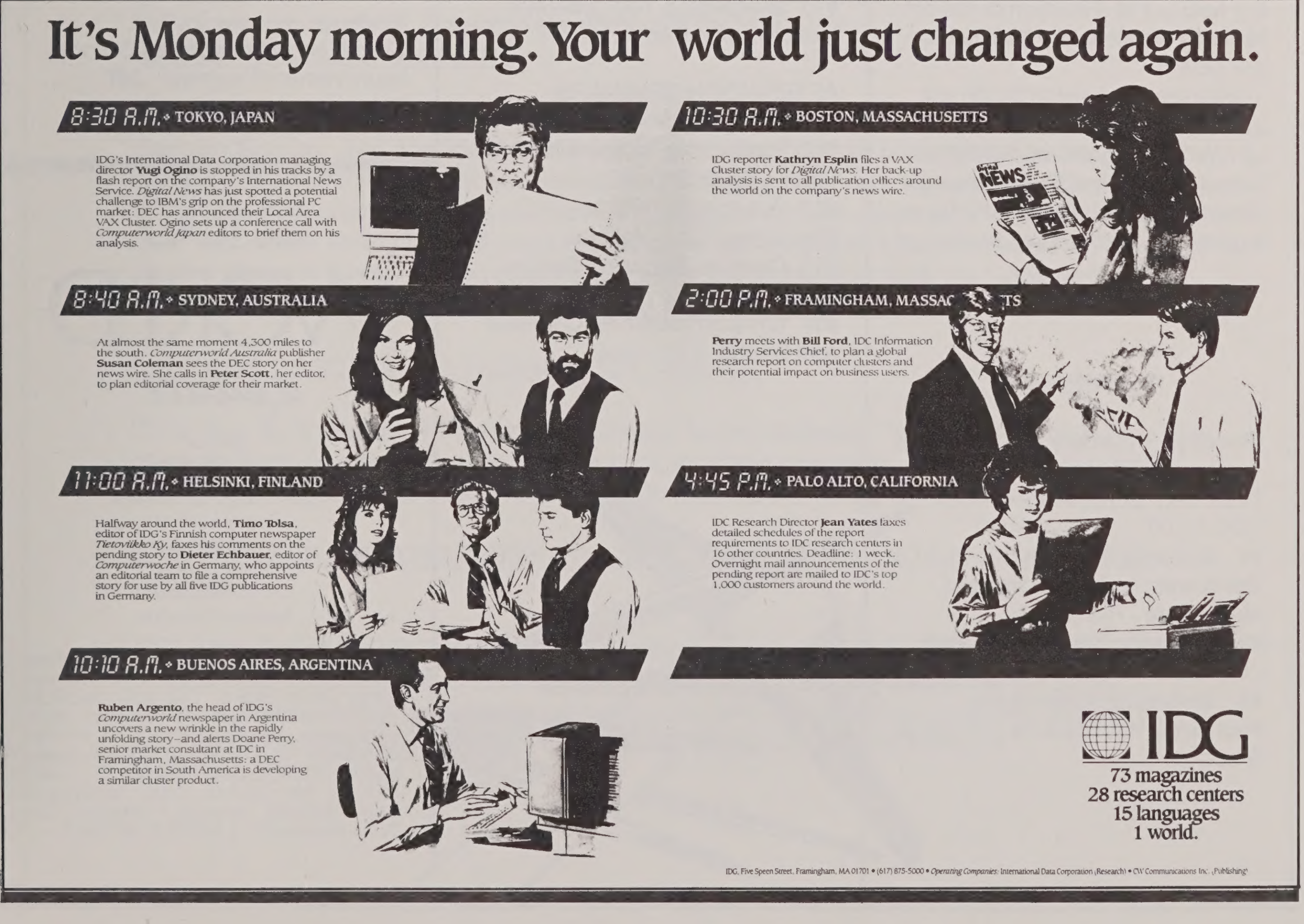
IDG Begins Corporate Ad Campaign

The first advertisement in IDG's new corporate ad campaign appeared Monday, January 19, in *Computerworld.* The campaign is designed to quickly position IDG as an important worldwide source of valuable information about the international information services industry. There will be a total of five ads in the campaign, initially appearing in *PC World, Infoworld, Micro Marketworld,* and *Computer News* in England.

Each consecutive ad will move one piece of important information around the world as IDG's operating groups add and enhance its value.

"Conceptually, this campaign does two important things for us," said **Glenda Cudaback**, Director of

Continued on page 3



It's Monday morning. Your world just changed again.

8:30 A.M. • TOKYO, JAPAN

IDG's International Data Corporation managing director **Yugi Ogino** is stopped in his tracks by a flash report on the company's International News Service. *Digital News* has just spotted a potential challenge to IBM's grip on the professional PC market: DEC has announced their Local Area VAX Cluster. Ogino sets up a conference call with *Computerworld Japan* editors to brief them on his analysis.

8:40 A.M. • SYDNEY, AUSTRALIA

At almost the same moment 4,300 miles to the south. *Computerworld Australia* publisher **Susan Coleman** sees the DEC story on her news wire. She calls in **Peter Scott**, her editor, to plan editorial coverage for their market.

11:00 A.M. • HELSINKI, FINLAND

Halfway around the world, **Timo Tolsa**, editor of IDG's Finnish computer newspaper *Tietoviikko Ky*, faxes his comments on the pending story to **Dieter Echbauer**, editor of *Computerwoche* in Germany, who appoints an editorial team to file a comprehensive story for use by all five IDG publications in Germany.

10:10 A.M. • BUENOS AIRES, ARGENTINA

Ruben Argento, the head of IDG's *Computerworld* newspaper in Argentina uncovers a new wrinkle in the rapidly unfolding story--and alerts Doane Perry, senior market consultant at IDC in Framingham, Massachusetts: a DEC competitor in South America is developing a similar cluster product.

10:30 A.M. • BOSTON, MASSACHUSETTS

IDG reporter **Kathryn Esplin** files a VAX Cluster story for *Digital News*. Her back-up analysis is sent to all publication offices around the world on the company's news wire.

2:00 P.M. • FRAMINGHAM, MASSAC TS

Perry meets with **Bill Ford**, IDC Information Industry Services Chief, to plan a global research report on computer clusters and their potential impact on business users.

4:45 P.M. • PALO ALTO, CALIFORNIA

IDC Research Director **Jean Yates** faxes detailed schedules of the report requirements to IDC research centers in 16 other countries. Deadline: 1 week. Overnight mail announcements of the pending report are mailed to IDC's top 1,000 customers around the world.

IDG
73 magazines
28 research centers
15 languages
1 world.

IDG, Five Speen Street, Framingham, MA 01701 • (617) 875-5000 • *Operating Companies:* International Data Corporation (Research) • CW Communications Inc. (Publishing)

IDG's First Publishing Conference Offers Variety of Seminars

CW/Framingham and CW/Peterborough have joined forces to sponsor the first internal conference to offer publishing, advertising and promotion seminars and workshops.

The conference will be held February 16-18 at the Sheraton Tara in Nashua, NH.

According to **Lee Vidmer**, President of CW/Framingham, "When Jim Povec of CW/Peterborough first approached me with the idea I was delighted. We both feel it is a wonderful opportunity for our employees to gain exposure to experts in the publishing field as well as to interact with their peers."

Matt Smith of CW/Peterborough and **Carol Audlee** of CW/Framingham were responsible for organizing the "Folio" style conference. Like its counterpart, the CW conference offers first-rate seminars and workshops given by experts in the field but at a fraction of the cost. Half day sessions are $40; full day are $80.

Organizers expect 200-300 will attend. The conference is open to all CW/Framingham and CW/Peterborough, IDC and IDG employees. Contact Carol Audlee at CW/Framingham X 415 for more information.

THE AGENDA

Monday , February 16, 1987

FULL DAY SEMINARS -
9:00-12:00 & 1:30-4:30
#1 Strategic Planning for Consumer & Special Interest Magazines - Richard Kof
#2 Improving Your Editing Skills - Peter Jacob
#3 Writing for Science and Technical Publications - Alexander Braun

MORNING SEMINAR
9:00 -12:00 p.m.
#4 How to Give Effective Sales Presentations - Julie Laitin

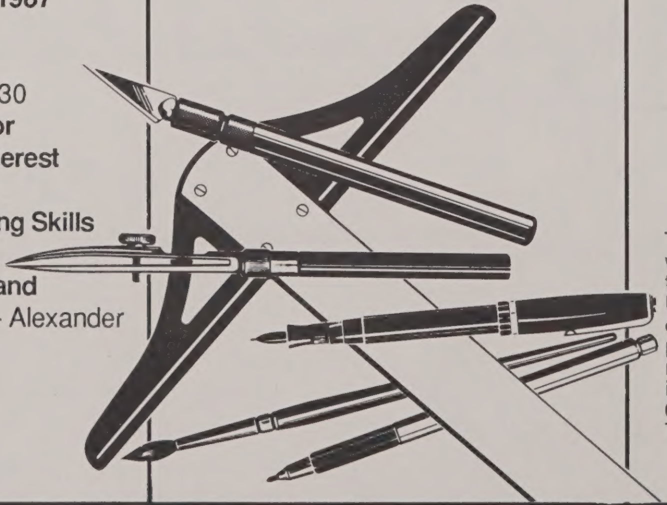
AFTERNOON SEMINAR
1:30-4:30 p.m.
#5 Writing and Designing Direct Mail - Julie Laitin

Tuesday, February 17, 1986

FULL DAY SEMINAR
9:00-12:00 & 1:30-4:30 p.m.
#6 Strategic Planning for Consumer & Special Interest Magazines - Richard Koff

MORNING SEMINARS
9:00-12:00 p.m.
#7 Creative Ad Rate Management - David Orlow
#8 Circulation Direct Marketing - Don Nicholas
#9 Editing by Design - Greg Paul
#10 Sharpening Your Editorial Identity - Don Ranly

AFTERNOON SEMINARS
1:30-4:30 p.m.
#11 Positioning for Increased Ad Sales - David Orlow
#12 Subscription Renewal Strategies - Don Nicholas
#13 Creative Magazine Design - Greg Paul
#14 Writing Headlines, Captions and Blurbs - Don Ranly



Wednesday, February 18, 1987

FULL DAY SEMINAR
9:00-12:00 p.m.
#15 Adding Life to Your Writing - Don Ranly

MORNING SEMINARS
9:00-12:00 p.m.
#16 Building Successful Ad Marketing Strategies - David Orlow
#17 Promotional Writing - George Duncan
#18 The Craft of Interviewing: 15 Strategies That Work - John Brady
#19 Developing an Editorial Prospectus - Jeff Bairstow

AFTERNOON SEMINARS
1:30-4:30 p.m.
#20 Media Kit Construction - David Orlow
#21 Promotional Writing - George Duncan
#22 Editorial Positioning - John Brady
#23 How to Execute an Editorial Improvement Program - Jeff Bairstow

IDG WORLD *update*

Editor
Jean Kane

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex:95-11-66-651; OnTyme mailbox:IDG. WORLD UPDATE

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 4 **JANUARY 26, 1987**

ADMINISTRATIVE ASSISTANT

IDC's Corporate Services department has an opening for an Administrative Assistant. Responsibilities include billing clients, making travel arrangements, scheduling meetings, typing, filing, transcription (shorthand a plus), and interfacing with clients and our internal staff. Candidates must be personable, confidential, detail-oriented, possess excellent communication and typing skills and have 1-3 years office experience. Contact Judy Kramer, *IDC* at x 201

PASTE UP ARTIST - FULL TIME

*CW Communications/*Framingham is looking for a full-time Paste Up Artist. The candidate will work on weekly and monthly publications, various small books and mechanicals. Work must be clean, fast and accurate. Individual must work well under deadlines. Knowledge of stat camera and experience required. Contact Peter Kelly at 879-0700 x 481.

MARKET RESEARCH ANALYST

IDC in Framingham has an opening for a Market Research Analyst for their Computer Market Planning Service. The candidate must be able to examine the use of computer printers within specific system and application environments. Familiarity with major types of printers (matrix, laser, character, etc.) as well as major computer system vendors (IBM, DEC) is a big plus. Job entails writing in-depth market studies, as well as supporting *IDC* clients with their custom research needs. Strong quantitative, analytical and written skills are fundamental. Public speaking ability is desirable. Contact Rich Mikita at 872-8200 x 249

DIRECTOR OF SOFTWARE TECHNOLOGY SERVICE

IDC's User Business Unit is looking for a Director for the Software Technology Service to assist clients in planning and application development and DBM strategies. Must be experienced in managing or consulting to IBM "370" shops. Contact Marina Young at 703-893-0833.

DIRECTOR FOR THE STRATEGIES FOR MICROCOMPUTERS AND OFFICE SYSTEMS SERVICE

IDC's User Business Unit is looking for a Director for the Strategies for Microcomputers and Office Systems Service. Must have recent high-level involvement in the use of advanced distributed office systems within large organizations to assist clients in evaluating, selecting and integrating multi-vendor hardware and software. Contact Marina Young at 703-893-0833.

DIRECTOR OF COMMUNICATIONS TECHNOLOGY SERVICE

IDC's User Business Unit is looking for a Director of Communications Technology Service. Duties are to help clients evaluate the management, technical, financial and regulatory issues affecting data/voice environments. Must have extensive experience in telecommunication system design implementation and management, preferably in industry. Contact Marina Young at 703-893-0833

ACCOUNT EXECUTIVE

IDC 's User Business Unit is looking for an Account Executive to be responsible for domestic sales of IDC user services. Must have extensive background in sales to Fortune 500 firms, as well as strong generalist understanding of information systems environments. Contact Marina Young at 703-893-0833

STAFF WRITER

Network World in Framingham is looking for a Staff Writer. Responsibilities include writing two to three news stories per week and four major feature stories per year. In the beginning, story ideas will be provided, but staff writers are required to develop their own story ideas within three months. Also will be called upon to write stories for the various news sections of *Network World.* All candidates must have at least one year of journalism experience. Contact Bruce Hoard at 879-0700 x 332.

MAIL CLERK

IDC in Framingham is looking for a Mail Clerk. Responsibilities include processing mail, delivering mail and supplies, making warehouse runs, organizing inventories and a wide range of other miscellaneous duties. Dependability and a valid Massachusetts drivers license is a must. Postal experience is a plus. Contact Pam Leslie at 872-8200 x 317.

SECRETARY

IDC'S Leasing Planning Service (LPS) has an immediate full-time position available for a dependable secretary. Good typing, office and organizational skills are required; a pleasant telephone manner is essential; must exercise felxibility and independence. Word processing experience is preferred, but will train. Interested candidates should call or send their resume to Janet Bird at x 649.

STAFF WRITER

Computerworld is looking for a Staff Writer. Responsible for writing stories upon assignment from the News Editor or other senior staff members. Also able to cover speeches at conferences and meetings and to conduct telephone interviews with a wide range of industry and public figures. A minimum of 1-2 years of professional journalism experience within the computer industry is preferred; demonstrated ability to complete projects with some supervision; demonstrated ability to assimilate and learn technical information rapidly; potential for smooth interfacing with industry figures. Contact Peter Bartolik c/o *Computerworld*, 375 Cochituate Rd. Framingham, MA.

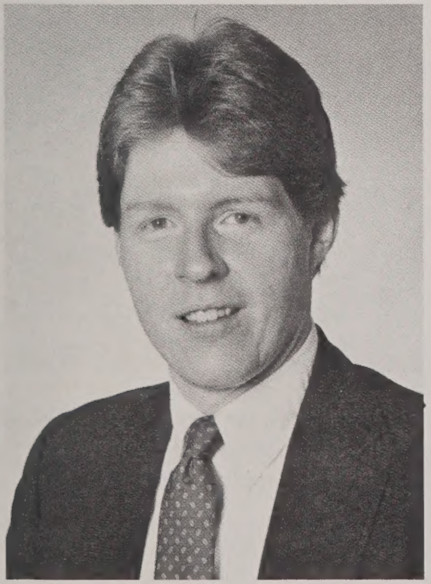
News of Note

Paul Gillin Named *CW* Executive Editor

Paul Gillin has joined the staff of *Computerworld* as Executive Editor. Without question, Paul is a familiar name, and perhaps a familiar face to many. Recently news editor at Ziff-Davis' *Digital Review*, Paul was formerly a senior editor at *PC Week*, and prior to that was senior editor of the software and services section right here at *Computerworld*. He joined *CW* in 1982 as a staff writer after working at Honeywell, and then progressed rapidly through the ranks.

"Paul is without a doubt one of the more exceptional talents in our field. A natural leader who leads by example, Paul brings a very broad technology and industry perspective to this position. He was foremost in coverage of large systems software while at *CW*," said *CW* Editor, Bill Laberis.

During his one year-plus at *PC Week*, Paul clearly emerged as their lead reporter, breaking numerous (and accurate) front page stories and frequently outscooping his competitors in the process. He has done a masterful job as news editor at *Digital Review*, working his very small staff into a formidable news gathering force.



As a result of this experience, Paul brings a wealth of industry contacts to his position, contacts that will serve the entire staff very well. He also enjoys one of the finest reputations in our business, and that will be a great aid in current and future recruitment efforts.

"Above all, Paul brings a keen intelligence and sense of fairness to what will be a very key post on the staff. His sense of balance in viewing all sides of an issue is outstanding, as is his sense of reason in making both routine and out of the ordinary decisions. He's also a real gentleman with a quick wit," said Bill Laberis.

Patricia Erickson named Chief Copy Editor of *Computerworld*

Patricia Erickson has been named Chief Copy Editor of *Computerworld.*

As chief copy editor, Erickson will be responsible for maintaining *Computerworld's* editorial style and for overseeing the newspaper's production process. She will supervise nine copy editors.

Previously, Erickson served as assistant chief copy editor, a position she assumed in March 1986. Prior to that, she was features copy editor and copy editor.

Before coming to CWCI in July 1984, Erickson was a reporter for the *New London Day*, New London, Connecticut. She holds a B.A. in newspaper journalism from Syracuse University, New York. A native of Gales Ferry, Connecticut, she now lives in Whitinsville, Massachusetts

Anniversaries

One Year
Heidi L. Gabrielson - IDC
Elizabeth Horwitt - CW
Dorothy Rosenthal - IDC

Two Year
Linda Bowes - IDG
Christopher D. Burg - PCW
Susan M. Mansur - CW
Maureen A. Rondeau - CW
Vance R. Tiede - LR

Three Year
Marcia E. Farrington - IDC
Marguerite Watt - CW
Bonnie Welsh - CWC/P
Mark Winther - LR

Four Year
Linda P. Canale - CWC/P

Five Year
Renee M. Dynan - CWC/P
Nancy Rubin - CW

Six Year
Paula Schmidt, IDC Europa

Seven Year
Jonna Yager - CW

IDG Begins Corporate Ad Campaign

Continued from page 1

Corporate Communications. "We immediately communicate our global presence, and we demonstrate the truly unique nature of the service our people provide to customers and readers."

"I hope to receive wide-ranging comments about this first ad," Cudaback added. "And, if there is anyone out there with an excellent example of how we add value to a single piece of information in a multitude of markets...let me know."

FEBRUARY, 1987

S	1	
M	2	
T	3	
W	4	
T	5	
F	6	Data Base Diversification Task Force Meeting - IDC Boardroom
S	7	
S	8	
M	9	9-12 Conference Management Group's - Communication Networks '87 - Washington Convention Center - Washington, D.C. - Contact Nancy Thayer at CWCI, X434 9-14 CWCI European Managers Long Range Planning Meeting - General Manager South America Italian Alps
T	10	*Network World* Awards - The Potomac - Washington, D.C.
W	11	IDG Seminar Series "Managing Multiple Priorities" - Sheraton Tara - Framingham - Contact Linda x 554
T	12	
F	13	
S	14	
S	15	
M	16	16-18 CW Publishing Conference - Sheraton Tara - Nashua, NH - Contact Carol Audlee, x415
T	17	
W	18	
T	19	
F	20	
S	21	
S	22	
M	23	23- 24 CWCI Sales Training - CWCI /Framingham - Contact Bob Burgess
T	24	
W	25	
T	26	26-27 CWCI Sales Training - CWCI Framingham - Contact Bob Burgess
F	27	
S	28	

NEXT MONTH

Mar. 2 IDC Briefing Session
Copley Plaza
138 St. James Avenue
Boston, MA

Mar. 4 IDC Briefing Session
Grand Hyatt
Park Ave. at Grand Central
New York, NY

Mar. 5 IDG Board of Directors Meeting
IDC Boardroom

Mar. 9 IDC Briefing Session
Bethesda Marriott
5151 Pooks Hill Road
Bethesda, MD

Mar. 13 IDC Briefing Session
Red Lion Inn
2050 Gateway Place
San Jose, CA

IDG
WORLD
VOLUME 17, NUMBER 5 FEBRUARY 2, 1987 *update*

CWCI Makes Impression on Folio:400

Five CWCI publications, *Computerworld, PC World, Macworld, InfoWorld and Run* were recently included in *Folio* magazine's eighth annual *Folio:400* of top revenue-producing books in the United States.

Computerworld

Computerworld, CWCI's flagship publication, retained its title as the number one specialized business publication with $54.3 million in total revenues. CWCI publications also dominated the Computing Category, garnering four spots of eleven, more than any other publisher. "We're very proud of our impressive showing in the *Folio:400*," said **Jack Edmonston,** President of the Marcomm Group. "The prestigious list proves that CWCI continues to lead the publishing world in computer-related publications."

Computerworld ranked 45th among all U.S. publications, ahead of such well-known consumer publications as *New York, Esquire,* and *Omni.* It recently published an historic1000t issue containing 454 pages, the largest single issue ever in computer publishing and now considered a collector's edition.

PC World and Macworld

PC World, CWCI's publication for IBM and compatible users, ranked third in the Computing Category and 90th in the overall listings, with $28.2 million in total revenues.

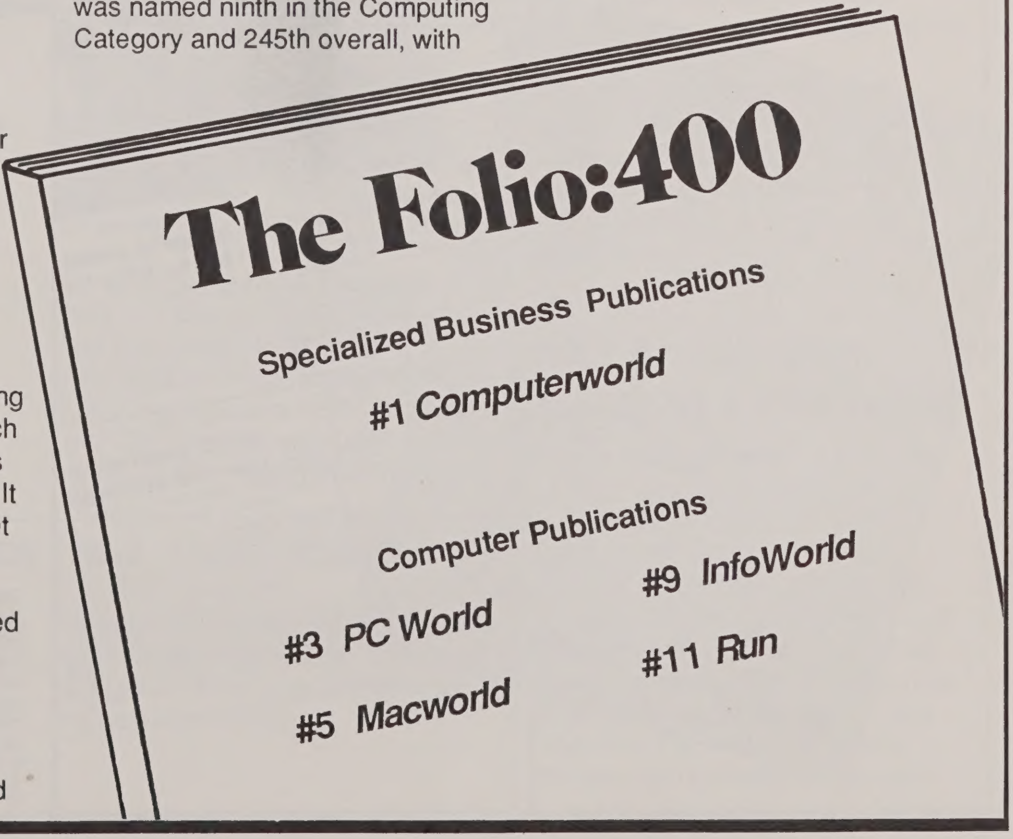
Macworld, which premiered only two years ago and is written for users of the MacIntosh computer, came in fifth in the Computing category with $13.2 million in total revenues. *Macworld* ranked 194th of 400 in the total listing.

Infoworld

InfoWorld, the PC newsweekly, was named ninth in the Computing Category and 245th overall, with $10.8 million in revenues. *InfoWorld* recently underwent a major design facelift which included a new masthead and the expanded use of colorful graphics.

Run

Run, CWCI's monthly magazine for home users of Commodore 64 and 128 computers, ranked eleventh in the Computing list and 323rd on the list of all U.S. publications, with total revenues of $7.3 million.



IDC Study Projects Dramatic Industry Changes; CWCI Publications Provide Consumer Reality Check

IDC's recent *Communications Industry Review and Forecast* study reports that the AT&T divestiture has produced a dramatic technological and competitive evolution in the communications market and created a huge end-user base. "The industry changes can confuse the consumer, unless we provide information that will serve as a reality check," said **Doug DeCarlo**, publisher of *Network World,* the newsweekly for communication users.

The IDC report characterizes the industry as one in "major transition from older, traditional technologies to new technologies supported by changing customers and priorities."

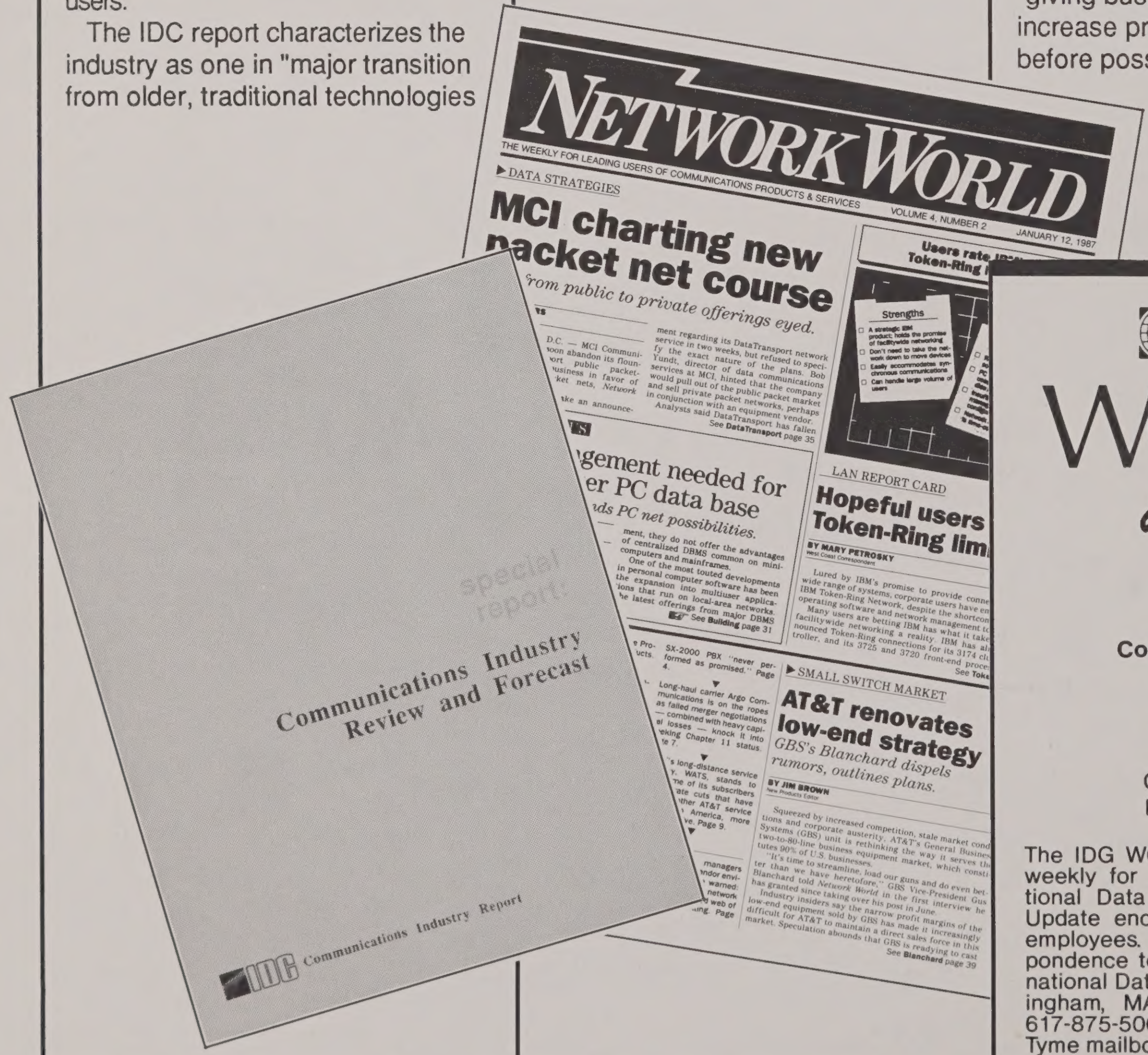
IDC expects the total market for data communications, telecommunications and transmission network equipment to grow at an annual compound rate of 13.9% through 1989. In that year, the value of worldwide shipments is estimated to reach $23.3 billion.

According to the report, T1 carrier facilities and equipment, intelligent gateways and servers, communications software, network management and control, local area networking (LAN) gear, PBX add-on equipment (data interfaces and ISDN terminal equipment), line consolidation devices and fiber optic links and many other technology areas are among the high-growth markets of the communications industry.

Continued growth of the communications user market worldwide has prompted industry publishers like CW Communications (CWCI) to expand coverage of the market through existing publications like *Network World.* In addition to *Network World*, CWCI introduced *Communications World* in Australia, *Le Monde des Telecom* in France, *CommunicationsWorld* in Asia and plans to introduce *Communicaciones* in Spain this year.

IDG Chairman **Patrick McGovern** said,"CWCI publications like *Network World* that serve the important communications user market will continue to respond to the industry's broadening needs. As the market grows, so does the scope of our commitment."

According to the IDC report, the proliferation of new products is "giving businesses a chance to increase productivity in ways never before possible."



NETWORK WORLD

THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES VOLUME 4, NUMBER 2 JANUARY 12, 1987

▶ DATA STRATEGIES

MCI charting new packet net course

rom public to private offerings eyed.

D.C. — MCI Communi- oon abandon its floun- ort public packet- usiness in favor of ket nets, *Network* ake an announce- ment regarding its DataTransport network service in two weeks, but refused to specify the exact nature of the plans. Bob Yundt, director of data communications services at MCI, hinted that the company would pull out of the public packet market and sell private packet networks, perhaps in conjunction with an equipment vendor.

Analysts said DataTransport has fallen

See **DataTransport** page 35

gement needed for er PC data base

ds PC net possibilities.

ment, they do not offer the advantages of centralized DBMS common on minicomputers and mainframes.

One of the most touted developments in personal computer software has been the expansion into multiuser applica- ions that run on local-area networks. he latest offerings from major DBMS

See **Building** page 31

Users rate Token-Ring

Strengths

☐ A strategic IBM product; holds the promise of facilitywide networking

☐ Don't need to take the network down to move devices

☐ Easily accommodates synchronous communications

☐ Can handle large volume of users

LAN REPORT CARD

Hopeful users Token-Ring lim

BY MARY PETROSKY
West Coast Correspondent

Lured by IBM's promise to provide conne wide range of systems, corporate users have en IBM Token-Ring Network, despite the shortcon operating software and network management tc

Many users are betting IBM has what it take facilitywide networking a reality. IBM has al nounced Token-Ring connections for its 3174 clu troller, and its 3725 and 3720 front-end proce

See Toke

e Pro- ucts. SX-2000 PBX "never performed as promised." Page 4.

▼

Long-haul carrier Argo Communications is on the ropes as failed merger negotiations — combined with heavy capi- al losses — knock it into eking Chapter 11 status. e 7.

▼

's long-distance service y. WATS, stands to ne of its subscribers ate cuts that have ther AT&T service America, more ve. Page 9.

▼

managers ndor envi- warned: network d web of ing. Page

▶ SMALL SWITCH MARKET

AT&T renovates low-end strategy

GBS's Blanchard dispels rumors, outlines plans.

BY JIM BROWN
New Products Editor

Squeezed by increased competition, stale market cond tions and corporate austerity, AT&T's General Busines Systems (GBS) unit is rethinking the way it serves th two-to-80-line business equipment market, which constitutes 90% of U.S. businesses.

"It's time to streamline, load our guns and do even better than we have heretofore," GBS Vice-President Gus Blanchard told *Network World* in the first interview he has granted since taking over his post in June.

Industry insiders say the narrow profit margins of the low-end equipment sold by GBS has made it increasingly difficult for AT&T to maintain a direct sales force in this market. Speculation abounds that GBS is readying to cast

See **Blanchard** page 39

special report:

Communications Industry Review and Forecast

IDG Communications Industry Report

IDG WORLD *update*

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex:95-11-66-651; OnTyme mailbox:IDG. WORLD UPDATE

News of Note

IDC Appoints Group Presidents

IDC recently announced the following appointments to their Global Business Units:

Paul Earl, President, Global Data Resources Goup
William Ford, President, Information Industry Services Group
Charlie Greco, President, Financial Services Group
Joe Levy, President, Communications Services Group
Nancy Scull, President, Consulting Group
Marina Young, President, Information Systems Strategy Group
Diane Gamble,Vice President/IDC and President/ LINK Resources

McGovern Appoints New Director of Corporate Communications

Glenda Cudaback , IDG's Director of Corporate Communication

Glenda Cudaback has been appointed Director of Corporate Communications for IDG. Glenda brings to IDG18 years of experience in corporate communications and public relations. For eight of those years she was Director of Promotion and Public Relations at the *International Herald Tribune* in Paris, managing creative services and image for that newspaper in all major markets. Her previous experience includes Creative Director at Charles Barker, a leading corporate and financial public relations firm and Vice President of Communications at Whitney Communications in New York City. Since 1982 she has managed her own PR consulting firm headquartered in Washington, DC.

Glenda acted as PR counsel for Pat McGovern, and comes to her new position with a base of knowledge about IDG and its operations.

"I am delighted to join the corporate team at IDG. Creating a corporate communications function for this company is going to be an exciting and demanding assignment. I hope to receive wide-ranging comments and recommendations from our people around the world as I plan our strategy and build a public profile for IDG," commented Glenda.

PCWCI to Announce New Publication

PC World Communications is gearing up to announce their latest magazine--a joint venture with Microsoft Corporation. The book will be titled *Windows Solutions Magazine* and preview copies will be available this September. Look for an in-depth feature in *Update* over the next few weeks.

Direct Dial Access to IDC and IDG Employees

Effective Monday, February 2, 1987 it will be possible to call a new Framingham number and connect directly to IDG's Voice Messaging System.

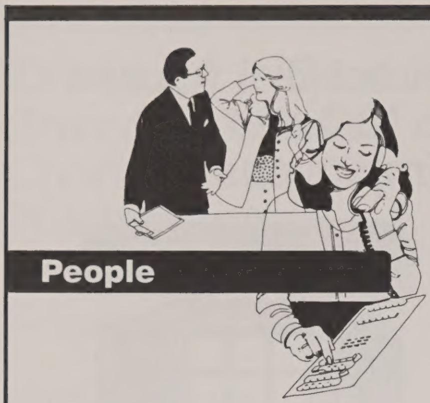
Outside callers who dial (617) 872-8181 will reach our Voice Messaging System and will be able to dial the extension of the person they wish to speak with, without going through the IDC/IDG operators. By entering the extension number through a touch tone telephone, your call will be routed directly to the individual's phone.

If the extension is busy or if there is no answer, the Voice Messaging System will give you the option to dial another extension, leave a private voice message, or dial "0" for an IDC operator.

If you have questions please contact Jane McMorrow at IDC Extension 681, or log onto voice mail by dialing 500 and leaving a message at 700 in her private mailbox.

IDC Announces Leasing Conference

IDC's Financial Services Group is pleased to announce IDC's first conference to focus on the computer financing and brokerage industry. IDC, in conjunction with the internationally renowned *Asset Finance and Leasing Digest* , has agreed to co-sponsor a conference to be held this September in New York City. For more information contact Terri LeBlanc at IDC x324.



People

Amy Gultice will be joining the *Network World* editorial department as a part-time editorial assistant.

Amy is a 1986 graduate of Miami University, Oxford, Ohio, where she majored in English. Most recently Amy was with College Pro Painters located in Watertown, as an office manager.

Adam Rude has been appointed Group Circulation Director for CWCI's New Product Division.

In his new position, Adam will be responsible for all circulation activities for *Financial Systems News* and *Federal Computer Week.* In addition, Adam will continue to manage the circulation effort at *Digital News* for Digital News Publishing, Inc.

Adam was formerly Circulation Director of *Digital News,* where he played a key role in the successful launch of the new publication for the Vax buyer market.

Kathleen Chopek has been appointed Manager, Government Sales for IDC's Washington Division. Kathleen will be responsible for the majority of new and renewal government business in 1987. She will also be selling to commercial users in the Washington/Baltimore metropolitan areas, as well as FEDS to the vendor community nationwide.

Prior to joining IDC, Kathleen was Federal Account Manager for Magna Computer Corporation marketing Starlan Networks for Wang products. Her territory included the State Department, Veterans Administration, U.S. Navy, Department of Agriculture, and major systems integrators in the D.C. area.

Kathleen has also held the position of Federal Government Sales Manager for Pinetree Computer Systems, Inc. selling high-tech computers. She directed all sales programs within various civilian and military agencies. Kathleen is highly experienced in the federal government procurement process and contracting.

She graduated from Rutgers College/Rutgers University with degrees in business and computer science.

Please join in welcoming Kathleen on board to further expand IDC's presence in the user marketplace.

Mary Fanning has been promoted to Manager of Administration for *Network World.*

Previously she was Administrative Assistant to the Publisher.

As Manager of Administration, Mary will continue to be responsible for all administrative aspects of the publication. In addition, she will take on two other important responsibilities: monitoring the *Network World* budget and the preparation of monthly financial forecast.

Mary's in-depth knowledge of the administrative and publishing process, coupled with her high standards of excellence, have made her a key member of the *Network World* team.

Please join in congratulating Mary for a richly deserved promotion.

Jean Kane has been promoted to Manager of Creative Services for IDG's new Corporate Communication Department. She has been part of the "IDG family" since 1983 as Manager of Marketing Communications with International Data Corporation. Her responsibilities there included management of brochure and sales collateral production, copywriting, and conference promotion. While at IDC she recently assumed the position of Editor of *IDG World Update* as well as IDG's 1986 Annual Review. Jean will continue to oversee the production of these two publications as well as other corporate communications projects.

Nancy Cusack has also joined IDG's Corporate Communication Department as the Assistant to the Director of Corporate Communication. She is a 1986 graduate of Fairfield University where she majored in English and Spanish. Nancy was recently employed as a Commercial Account Manager for MCI Telecommunications Corporation in Boston. Nancy will be instrumental in the weekly

IDC Expands Coverage in Asia

Deborah Puretz is now the manager of IDC Asia where research and customer support will be conducted for Taiwan, Hong Kong, Thailand, Malaysia Singapore and Korea. IDC China Limited will be run by **Saiman Hui** who will track information technology developments in the People's Republic of China. You can reach these groups at the following addresses:

Deborah Puretz
IDC Asia Limited
22 Wyndham Street
12/F Seabird House
Central Hong Kong

Saiman Hui
IDC China Limited
903 Citicorp Center
18 Whitfield Road
Causeway Bay, Hong Kong

IDC's Len Rust, Managing Director IDC Australia, Deborah Puretz and Saiman Hui poise at a cocktail party organized to announce the recent changes at IDC Asia.

production of *IDG World Update* as well as a number of other corporate communications projects.

Glenn Rifkin will have an interview published in the March issue of *Playboy*. The interview is a 20 question feature with **Bob Vila**, host of the PBS show *This Old House*. Glenn enjoys freelance writing part time, and this is one of his more noteable achievements to date.

Josh Gonze will shed his associate editor's hat to become a staff writer for *Network World* beginning Monday, February 9th.

Anniversaries

One Year
Simon Willsmer - IDC
Sanford Fibish - CWC/P
Mark Kirchenbauer - PCI

Two Year
Libby Levinson - IDC
Marilyn McMaster - CWC/P
Tim Walsh - CWC/P
Susan Curtis - PCWCI
Gary Widlund - PCWCI
Patricia Faherty - CW
Martha Stewart - CW

Three Year
MaryAnne Depietro - PCWCI
Kenneth Greenberg - PCWCI
Bartlett Rhoades - PCWCI
Mary Rinaldo - CW
Gail Rizzo - CW

Four Year
Timothy J. Caffrey - IDC
Corinne Kody - IDC
Mare-Ann Jarvella - CWC/P
Carl Marchi - CW

Six Year
Amy Beth Zelermyer - CW

Seven Year
Kim Pennett - CW
Rory O'Connor - IFW

What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nancy Cusack, IDG, 617-875-5000 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

Departments

News Stories - events of major interest.

Profile of the Week - has your department been covered recently? If not, let us know.

News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name: ______________________
Title: ______________________
Company/Department: ______________________
Address: ______________________
City/State/Zip ______________________
Country ______________________
Phone: ______________________
E. Mail: ______________________
Description: ______________________

FEBRUARY, 1987

S	1	
M	2	
T	3	
W	4	
T	5	
F	6	Data Base Diversification Task Force Meeting - IDC Boardroom
S	7	
S	8	
M	9	9-12 Conference Management Group's - Communication Networks '87 - Washington Convention Center - Washington, D.C. - Contact Nancy Thayer at CWCI, X434 9-14 CWCI European Managers Long Range Planning Meeting - General Manager South America Italian Alps
T	10	*Network World* Awards - The Potomac - Washington, D.C.
W	11	IDG Seminar Series "Managing Multiple Priorities" - Sheraton Tara - Framingham - Contact Linda x 554
T	12	
F	13	
S	14	
S	15	
M	16	16-18 CW Publishing Conference - Sheraton Tara - Nashua, NH - Contact Carol Audlee, x415
T	17	
W	18	
T	19	
F	20	
S	21	
S	22	
M	23	23- 24 CWCI Sales Training - CWCI /Framingham - Contact Bob Burgess
T	24	
W	25	
T	26	26-27 CWCI Sales Training - CWCI Framingham - Contact Bob Burgess
F	27	
S	28	

NEXT MONTH

Mar. 2 IDC Briefing Session
Copley Plaza
138 St. James Avenue
Boston, MA

Mar. 4 IDC Briefing Session
Grand Hyatt
Park Ave. at Grand Central
New York, NY

Mar. 9 IDC Briefing Session
Bethesda Marriott
5151 Pooks Hill Road
Bethesda, MD

Mar. 13 IDC Briefing Session
Red Lion Inn
2050 Gateway Place
San Jose, CA

Mar. 26 IDG Board of Directors Meeting
IDC Boardroom
Note: Misprint in 2/2/87 issue of *Update*

IDG
WORLD
VOLUME 17, NUMBER 6 FEBRUARY 9, 1987 update

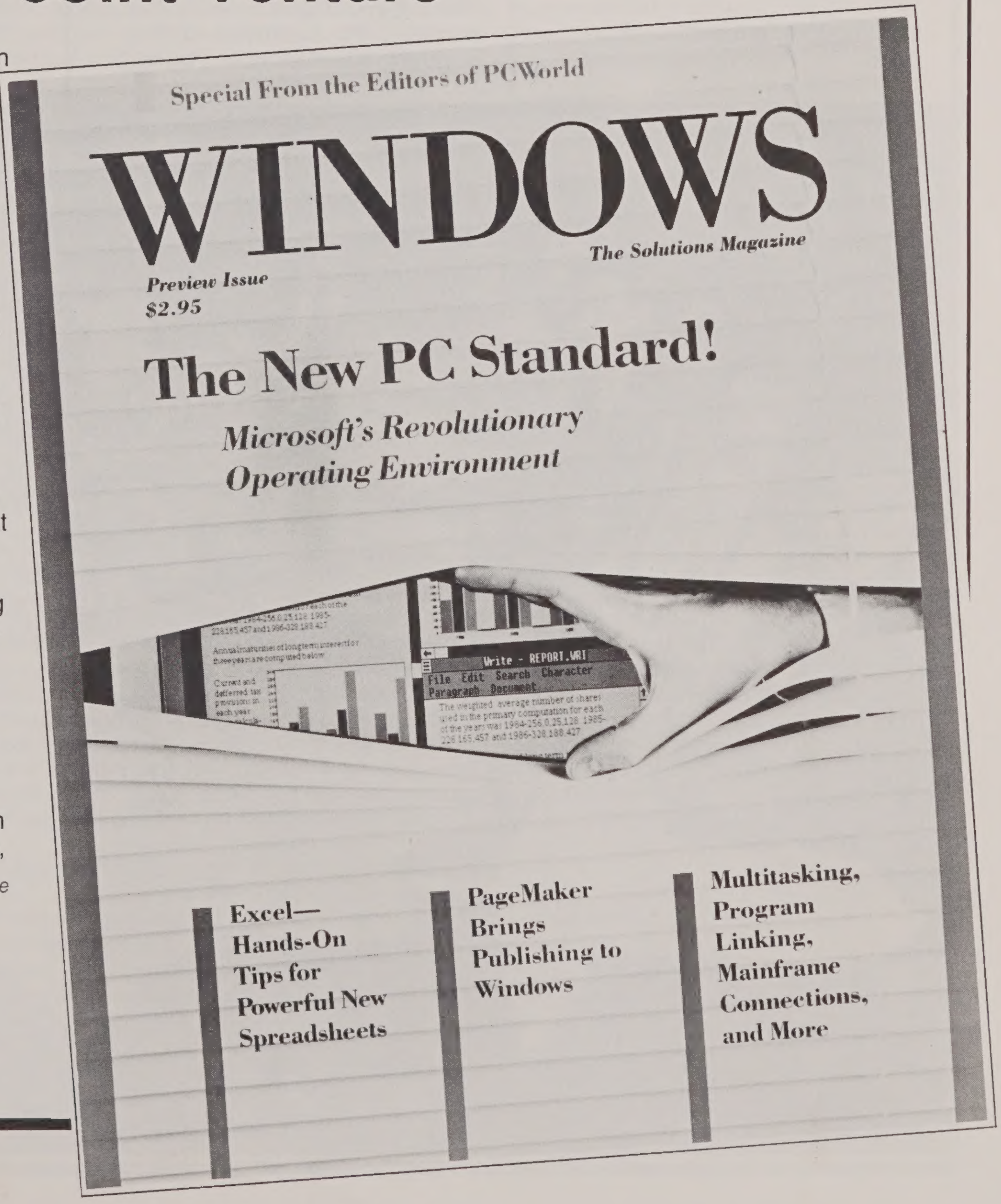
PCWCI and Microsoft Corporation Announce Joint Venture

PCWCI recently announced an agreement with Microsoft Corporation to launch *Windows, The Solutions Magazine*. The preview issue will be available this September. *Windows* is the first magazine to provide editorial and advertising specifically related to the applications and technology that work in the Microsoft Windows operating environment.

Microsoft Windows is an operating environment for MS-DOS personal computers that lets users integrate the tasks they perform by providing the ability to work with several programs at the same time. This makes it possible to switch easily between programs without having to quit and restart individual applications.

David Bunnell, Chairman and Editor-in-Chief of PCWCI, states, "*Windows* is one of the most exciting publication opportunities I can imagine. *Macworld*, which was introduced on the same day as the Macintosh,

Continued on next page



Special From the Editors of PCWorld

WINDOWS

The Solutions Magazine

Preview Issue
$2.95

The New PC Standard!

Microsoft's Revolutionary Operating Environment

Excel—Hands-On Tips for Powerful New Spreadsheets

PageMaker Brings Publishing to Windows

Multitasking, Program Linking, Mainframe Connections, and More

Continued from previous page

defined the Macintosh market. I see *Windows* doing the same thing. The critical mass of support for Microsoft Windows has been reached; in fact, it is fast becoming *the* graphics interface standard for all PC users."

PC World editor **Harry Miller** will also serve as the editor of *Windows*. **James Martin** will be publisher and David Bunnell will be editor-in-chief.The bimonhly publication begins in November 1987. The circulation of the preview issue will be tied to *PC World's* circulation of over 350,000. The subsequent circulation base is targeted at 100,000. *Windows* subscription cards will be included in Microsoft Windows program packages.

News of Note

CW/Venezuela Celebrates the Year-End.

CW Communications/ Venezuela celebrated the year-end with a dinner at The Tarzilandia Restaurant in Caracas on December 11th (see photo below). From left to right: **Lola Ulacio** - sales representative, **Mercedes Fuentes** - editor *Computerworld Venezuela*, **Bartolome Robles** - circulation manager, **Jose Miguel Perez** - messenger, **Carlos Rodriguez** - technical advisor, **Dr. Luzmaya Colina** - guest, **Kalman von Vajna Nagy** - director, **Marisol Ascanio** - sales manager, **Edith Herrera de Toro** - executive secretary, **Luis Alfonso Toro** - guest, **Ricardo Monasterio** - circulation clerk, **Ana Iris Moncada** - circulation clerk, **Alexander Paredes** - guest.

IDG Matches Contributions

In 1986 IDG matched a number of employee donations to nonprofit organizations, for a total contribution of $35,543.60 in 1986.

The donations went to a variety of organizations such as Good-

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 6 FEBRUARY 7, 1987

DIRECT MARKETING COORDINATOR

CW/Peterborough is looking for a direct marketing coordinator to report to the marketing manager in the circulation department. The main responsibilities of this position are to coordinate renewals, billings, subscription ads and insert cards from initial creation to back-end analysis. Will deal with all levels of management as well as with outside vendors. Must possess a professional manner and be a self-starter who is detail-oriented, creative, and can meet strict deadlines. Circulation and computer experience is desirable but not necessary. Contact Bonnie Welsh at (603) 924-9471 x229.

COMPUTER OPERATOR/TECHNICIAN

CWCI/Framingham is looking for a part-time computer operator/technician for their systems department to work evenings. Responsibilities include upkeeping and maintaining Atex multi-cluster network, maintaining database of each Atex system, a 3-Com PC Network, and a Corvus PC Network, in addition to system coverage for late night users. A variety of tasks will be entrusted to the candidate who assumes this position. Candidate should be well organized, responsible, and able to work in an unsupervised environment. A knowledge of systems and their environment is a plus, but training is provided. Contact Jeff Pennett (617)879-0700 x511.

RECEPTIONIST

Digital News in Boston has an opening for a full time receptionist to be responsible for answering and routing incoming telephone calls, taking messages for two organizations (DNP and FSN) as well as greeting guests and messengers. Previous telephone experience is required. Contact Sharon Jensen at (617)482-8470 x334.

CIRCULATION MANAGER

CWC/Peterborough is looking for a circulation manager for their circulation department. Responsibilities include directing the daily operations and implementing planning groups including audit and statistics, special productions, and circulation fulfillment. Focus is on the management and training of staff, continued improvement of reporting systems and procedures, circulation and expense budgeting, modeling, and forecasting. The managers of the three department groups report to the circulation manager, who reports to the circulaiton director. Also has a dotted line relationship with the director of marketing and single copy sales departments. At least three years experience in circulation, ideally in a management position, and strong analytical skills are mandatory along with proven experience in circulation budgeting and modeling. Prior experience in conducting ABC audits, circulation fulfillment and statistics would be helpful. Knowledge of direct marketing and single copy sales would also be usefull. Contact Frank S. Smith (603)924-9471.

ACCOUNT MANAGER

PC Resource of CWC/Peterborough is looking for an account manager for their advertising department. Individual should be highly motivated and challenged by aggressive plans for rapid growth, and must possess outstanding communication and interpersonal skills and enjoy traveling. Knowledge of the computer industry is preferred, but is not necessary. Contact Judy Walker DEPT. PCR (603)924-9471 x628 or x632.

PERSONAL COMPUTER INDUSTRY ANALYST

CWCI/Framingham has an opening for a personal computer industry analyst in their research department to be responsible for the handling of requests for personal computer industry information that comes in from all of the CWCI publications, as well as their advertisers and agencies. Analyst will work very closely with a number of the groups at IDC, and write and produce more than 20 mini-market briefs on various personal computer markets, as well as articles on the PC markets for the various CWCI publications. Good writing skills are mandatory. Journalism experience is a plus. A good working knowledge of the computer industry is essential, as well as a good background in researching secondary data. Contact: Kathy Dinneen (617)879-0700.

CREDIT ANALYST

IDG's credit department is looking for a credit analyst to be responsible for monitoring the credit practices and collection of one of more of our companies. One to two years of experience in commercial collection work is required. A degree in business is preferred. Contact Frank Smith (617)875-5000 x413.

ADMINISTRATIVE ASSISTANT

IDG's credit department is looking for an administrative assistant to be responsible for investigating credit applications, reference checking, data entry, maintaining several credit lists and assisting the credit analysts. Candidate must be well organized, detail-oriented, and enjoy telephone contact. A business background is helpful but not necessary, and typing 35-45 wpm is required. Contact Frank Smith (617)875-5000 x413.

STAFF WRITER

NWW is looking for a staff writer for their *NWW* editorial department. Responsibilities include writing two to three news stories per week and four major feature stories per year. In the beginning, story ideas will be provided, but writer will be required to develop story ideas within three months. Writer will also be required to write stories for the various news sections of *Network World.* Some travel is required. Minimum of one year of journalism experience is required. Contact Bruce Hoard, Editor, *Network World*, P.O. Box 9171, Framingham MA 01701.

MARKETING/SALES SECRETARY

CW/Framingham has an opening for a marketing/sales secretary in the marketing/sales department. Responsibilities include maintaining the office library, asssiting with the coordination of trade shows, filing, typing, maintaining mailing lists, making travel arrangements and other duties as assigned by the senior administrative assistant. Candidate should be well-organized, an accurate typist, have the ability to adapt to changes, and possess a pleasant telephone manner. Contact Audrey Shohan (617)879-0700 x505.

ADVERTISING SALES ASSISTANT

IDC West in Palo Alto, California, is looking for an advertising sales assistant for *inCider* magazine, to work with the sales manager and sales representative in the servicing of western accounts. Responsibilities include establishing and maintaining client files, updating mailing list on an IBM PC, inititating monthly direct mail campaigns, acting as a liaison with the east coast office, and interacting with clients over the telephone. Previous office experience is required, as is excellent written and oral communication skills and the ability to type 55 wpm. Knowledge of dBase III Plus, LOTUS 123, and dictaphone helpful. Contact Sanford Fibish (415)328-3470.

COPY EDITOR

CWC/Peterborough has an opening for a copy editor in their editorial department. Responsibilities will include editing manuscripts and columns and proofreading. Must have excellent language skills and some copy editing and publications experience. Contact Judy Walker at (603)924-9471.

LIST TELEMARKETER

CW/Framingham has an opening for a list telemarketer in their DMS department. Responsibilities include daily order processing, monthly invoice and reports, and continuous phone contact with clients and list brokers. Word processing skills, detail orientation and telemarketing experience are required, as is the ability to work well under pressure. Contact Deb Goldstein (617)879-0700 x239.

SENIOR SALES REPRESENTATIVE

IDC West Coast is looking for a senior sales representative for their data resources department. Responsibilities include selling database and custom research products including market segmentation, prospecting, senior level meetings and presentations, proposal preparation, contract negotiations and closing sales, supporting other IDC direct sales representatives' efforts to promote and sell database and custom research products, recommending value-added applications based on direct contact with clients and prospects, working directly with clients to assure full value and benefits are derived form use of databases and custom market research. At least three years of direct sales experience in selling business/market planning and market research applications of database or information products, or at least three years of direct sales experience selling computer hardware and software related products is required, as is a proven track record of successful sales activity. A masters degree in business administration with a marketing major is preferred. Contact Mike Raimondi (617)872-8200 x683.

MARKETING SUPPORT SPECIALIST

IDC/Framingham is looking for a marketing support specialist in the data resources department, to work closely with and under the direction of the director of database services, the director of database sales and marketing, and/or senior sales representatives. Responsibilities include telemarketing, including marketing segmentation, prospecting, calling, communicating product's features and benefits, arranging meetings for senior sales representatives and group managers, and closing some sales; telemarketing research including selecting targets, designing questionaires, calling and compiling results; and marketing communications including brochures and presentation preparation, direct mail and advertising campaigning and internal promotions. Telephone sales, telemarketing research, and/or telephone surveying is required. Direct sales experience is a plus. A bachelors degree in business administration with a marketing major is preferred. Contact Mike Raimondi (617)872-8200 x683.

SENIOR SALES REPRESENTATIVE

IDC is looking for a senior sales representative for their data resources department in Framingham or New York. This individual will work independently and in cooperation with other IDC direct sales representatives, reporting to the director of database services. Responsibilities include selling database and custom research products including market segmentation, prospecting, senior level meetings and presentations, proposal preparation, contract negotiations and closing sales; supporting other IDC direct sales representatives' efforts to promote and sell database and custom research products; recommending value-added applications based on direct contact with cients and prospects; working directly with clients to assure full value and benefits are derived from the use of database and customer market research. At least three years of direct sales experience in selling business/marketing planning and marketing research applications of database or information products, or at least three years of direct sales experience selling computer hardware and software related products, is required, as is a proven track record of successful sales activity. A masters degree in business administration with a marketing major is preferred. Contact Mike Raimondi (617)872-8200.

SECRETARY TO THE EDITOR

Macworld in California is looking for a part-time secretary to lend administrative assistance to the editor. The hours are thee half-days per week. Typing skills and some knowledge of basic computer applications are requried. Responsibilities include filing, correspondence, phone work, research, xeroxing and appointment calendar update. Send resume to: VK, MACWORLD, 501 Second Street, San Francisco, CA 94107.

TELEPHONE RESEARCH / INTERVIEWER

IDC/Framingham is looking for a telephone research / interviewer for their ISB department to gather information via telephone interviews, record information on appropriate forms, and complete and edit information for data entry. Previous telephone and/or interview experience is required.

ACCOUNT EXECUTIVE / REPORT SALES

IDC/Framingham is looking for an account executive / report sales for their vendor business department. Responsibilities include managing day to day activities of report sales; ensuring that the billing, quality and delivery is completed accurately and on a timely basis; providing timely follow up to all inquiries requesting information; promoting newsletters and special reports, providing pricing of individual reports to vendor group; identifying and qualifying prospects for reports as well as CIS business; working closely with program managers, analysts and client services people to improve report awareness and develop enthusiasm; supporting direct marketing campaigns; providing a continuous flow of information on activities andp lans for report strategies; emphasizing value of CIS to existing report clients; aiding in establishing successful campaign to prove that through the sale of newsletters and reports, IDC can achieve a broader client base; and distributing reports. Contact Carol Spach (617)872-8200 x258.

PRODUCTION ASSISTANT

Run and *Amigaworld* of CW/Peterborough is looking for a production assistant for their art department, to be responsible for coordinating ads with the advertising department, making ad corrections, tracking typesetting charges, spec and paste-up class ads, positioning and paste-up ads and reader service numbers on mechanical boards, asisting in editorial paste-up, and obtaining type, and stats, from their other nearby building. Previous experience in paste-up is necessary, as is a high degree of organization and the ability to meet fast-paced deadlines. Candidate should be a self starter. Contact Rosslyn Frick, CWC /Peterborough, 80 Pine Street, Peterborough, NH.

MARK YOUR CALENDAR

FEBRUARY 11	IDG Seminar Series "Managing Multiple Priorities" Sheraton Tara, Framingham Contact Linda Bowes x554
FEBRUARY 16	16-18 CW Publishing Conference Sheraton Tara, Nashua, NH Contact Carol Audlee x415
FEBRUARY 23	23-24 CWCI Sales Training CWCI Framingham Contact Linda Bowes x554
FEBRUARY 26	26-27 CWCI Sales Training CWCI Framingham Contact Linda Bowes x554
MARCH 2	IDC Briefing Session Copley Plaza, 138 St. James Avenue, Boston, MA
MARCH 4	IDC Briefing Session Grand Hyatt, Park Ave. at Grand Central, New York,NY
MARCH 9	IDC Briefing Session Bethesda Marriott, 5151 Pooks Hill Road, Bethesda, MD
MARCH 13	IDC Briefing Session Red Lion Inn, 2050 Gateway Place, San Jose, CA

will, Globe Santa, the New England Aquarium and Oxfam America. IDG matched $13,387.00 worth of contributions in this category.

IDG also matched $9,609.15 in donations to colleges and schools, $5,013.00 in religious contributions,and $4,194.45 in medical research and charities. A total of $2,380.00 went to theatre and the arts, and $960.00 to radio and TV.

The largest single donations went to the Mills College Alumnae Fund, Interface, The Shanti Project, Bucknell University, and the AIDS Action Committee.

IDC Benelux Calls for Papers

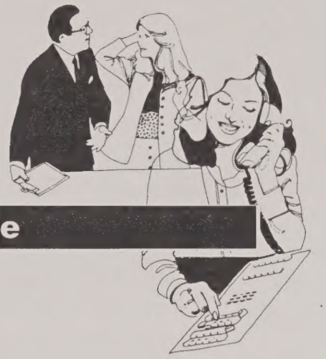
IDC Benelux is calling for papers for two separate events.

The first event is a conference titled "Frontiers in Computing," to be held December 9, 10, and 11,1987, in Amsterdam, Holland.

The conference topics will be "Supercomputing" and "Computing Needs of Society and the Impact of Software." This conference will have an international audience. The program committee includes representatives from U.S., Japanese and European universities, institutes and companies.

IDC Benelux is also calling for papers for the First European Apple Mac Trade Fair to be held in Rotterdam, Holland, April 22, 23, and 24, 1987. This trade fair is organized by Apple Europe, who has invited IDC to deliver a keynote speech.

If you are interested in either event, please respond to **Hubert Van Onna** at IDC Benelux before February 20.



People

Toni May has been hired as the western sales assistant for *80 Micro* and *PC Resource*. Toni will be a direct liaison to the eastern offices of both publications. She holds a masters degree in Linguistics from the University of California, Berkeley and she is currently working on two book manuscripts in her spare time.

Regina Salaices of *inCider* magazine has been promoted to the position of sales representative in the west coast office. Gina will be responsible for sales and service of accounts in the northwest sales territory.

Gina joined *inCider* nine months ago as Sales Assistant for the western region. She will now be selling advertising for *inCider*.

Chris Aumack, previously a part-time employee of *Micro Marketworld*, is now working full-time for *Micro Marketworld.*

Martha Brandt has recently joined the *MMW* home office ad coordinating team. Previously a member of the *InfoWorld* ad coordinating staff, Martha is well acquainted with the various departments and their functions. She has been busy "behind the scenes" working on the computer and setting up projects. Martha will begin coordinating the February 9th issue with the east coast offices.

Marti Hunt has been appointed Classified Advertising Manager for *InfoWorld*. She will be responsible for all classified, InfoMart, and recruitment advertising.

Most recently, Marti was the manager in charge of training and staff development, classified advertising for the San Francisco Newspaper Agency where she established training programs for 135 employees.

Her work included the creation of training seminars and manuals on Telemarketing, Demographics in Sales, Multiple Insertions, Cold Calling, Basic Sales, Stress Management, Communication/ Listening and Knowing Your Product and Market.

During her career with the Mercury, her personal sales efforts earned the "#1 in Sales" award and the elite "90% Club" for high achievers .

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

Anniversaries

One Year
Christopher Hallgren - IDC
John D. Wardley - IDC
Deborah Goldstein - CW
Elizabeth G. Lunt - CW

Three Year
Nanci Grindlinger - IDG
Stephen Z. Zamierowski - IDC
Michele A. Paradis - CW/P
Wes Nihei - PCWCI
Edward Warner - IFW
Deborah D. Fickling - CW
Robert R. Gerches - CW
Leslie J. Miller - CW

Four Year
Glenn Rifkin - CW
Deborah Walsh - CW/P

Seven Year
Steven Sieck - LINK

Eight Year
Alice Coronella - CW
Piergiorgio Saluti - CW/P

Nine Year
Molly Upton - IDC

Ten Year
Susan Slater - IDC

Fifteen Year
Joe Levy - IDC

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News Stories - events of major interest.

Profile of the Week - has your department been covered recently? If not, let us know.

News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name:
Title:
Company/Department:
Address:
City/State/Zip
Country
Phone:
E. Mail:
Description:

IDG WORLD update

VOLUME 17, NUMBER 7 FEBRUARY 16, 1987

IDC Expands to Serve $10 Billion Korean Computer Market

IDC's Korean headquarters (highrise) in Seoul, Korea.

Pat McGovern recently announced the establishment of IDC Korea at a reception of government and industry leaders in Seoul, Korea.

Mr. Young Joon Park has been appointed president of IDC Korea. Mr. Park was previously the head of international business for a leading Korean telecommunications company and, most recently, headed up a CRT manufacturing firm. Mr. Park holds a BS and MBA from Seoul National University.

Yugi Ogino, managing director of IDC Japan and godfather of IDC Korea, said "The establishment of IDC Korea allows us to serve our worldwide IDC client base more effectively. The Korean economy, which has grown by an average of 8.5 percent of GNP during the last few decades, and the Korean exports, which have grown by 25% per year, have established Korea as a world-class economic power. The Korean computer and electronics industry is, in fact, the leading element in the Korean economy. This industry is now exporting nearly $10 billion worth of products to the world market. The growth rate in exports has been increasing at the rate of 60% per year."

Mr. Ogino added that IDC Korea will be able to serve the market information needs of the leading companies in the Korean electronics and computer industry. In addition, they will advise leading

Continued on next page

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computer/communications systems users in Korea on how best to employ their information systems. Also, IDC Korea will be able to monitor the new product plans and activities of such leading Korean companies as Samsung, Hyundai, Lucky-Goldstar and Daewoo for the worldwide computer industry and user clients.

Also working at IDC Korea will be **Mr.Young-Sun Kim**, Senior Research Associate. Mr. Kim was previously a senior executive at IBM Korea, as well as with Univac's Korean operations. Mr. Kim worked most recently as a senior consultant to IDC Asia Ltd., monitoring developments in the Korean computer market and industry for the clients of IDC's Asian Computer Market Continuous Information Services.

Operations at IDC Korea officially begin on March 1, 1987. IDC Korea's office is located in the International Insurance Building, 120 5-KA, Namdaemun-ro, Chung-ku, Seoul, Korea, telephone (02) 757-3598/9, FAX (02) 756-8760.

Mr. Young Joon Park, President, IDC Korea

News of Note

McGovern Honored By *MicroTimes*

Pat McGovern, IDG Chairman, was recently named to *MicroTimes*' annual list of only 50 "leaders who have had the greatest positive impact on the personal computer industry in 1986."

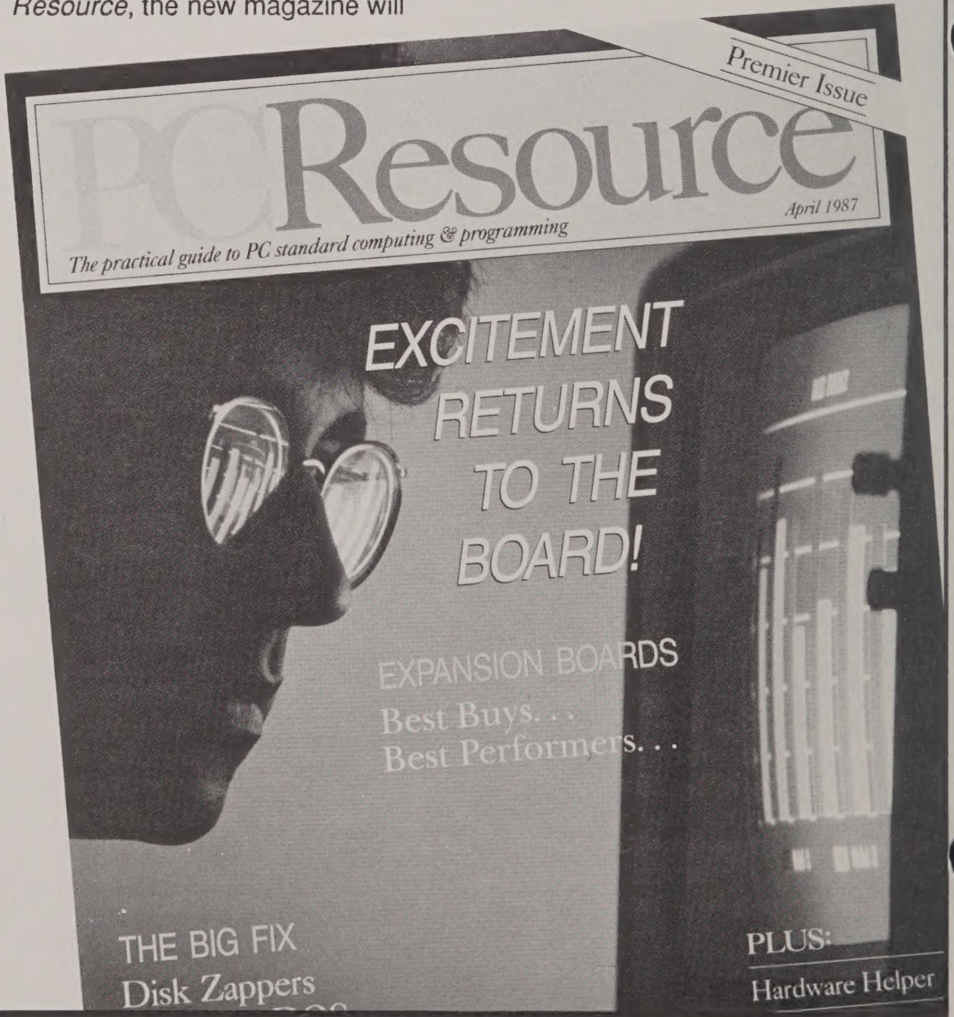
According to *MicroTimes*, the list is comprised of industry movers and shakers who have "managed and directed their employees and their own vision towards the creation of a substantial service or product of value to the computer consumer."

Pat McGovern was honored in the Distinguished Achievement category as one of the best-known analysts of the comptuer industry and its marketplace. His photograph and a short listing of his accomplishments appeared in the December issue of *MicroTimes.*

PC Resource to Reach Small Business and PC-Compatible Market

CW/Peterborough recently announced the launch of a major new publication, targeted to small business and home users of IBM PCs and compatibles. Titled *PC Resource*, the new magazine will reach a rapidly-growing segment of the PC market.

PC Resource will be published monthly, with its first issue in April, 1987. Total circulation of 100,000



paid, ABC-audited readers is anticipated by the fourth quarter of 1987.

According to **Peter Hutchinson**, *PC Resource*'s publisher, early response from both advertisers and readers has been enthusiastic.

"This is not surprising," Hutchinson commented, "given the careful attention we've paid to identifying subjects of special interest to small business and home PC users. We have always believed that high-quality, well-targeted editorial content will attract strong advertising support."

The *PC Resource* staff asserts that the small business and home PC-compatibles market is ready for its own magazine. Publisher Hutchinson agrees. "Advertisers in the small business and home market are predominantly direct marketers. Media that fail to produce reader response are useless to them. That's why we've designed *PC Resource* to appeal to the more active, more product-oriented reader. Our research indicates a segment of the marketplace that is constantly looking for better ways to compute.

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

We're producing a publication for people who spend their own money to buy and upgrade computer systems," said Editor-in-Chief **Eric Maloney.** "This sets us apart from PC publications that cater exclusively to the corporate world, where cost and efficiency are sometimes secondary considerations."

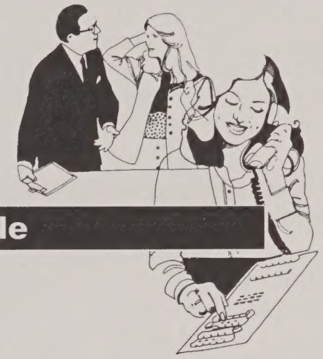
"Individuals, whether they're buying a PC or compatible for home use or use in a small business, look for the biggest 'bang for the buck.' There's a pressing need for a magazine that supplies information on improving computing efficiency in their home or small business environment."

To reach this readership, CW is working actively in two directions. First, direct mail campaigns exceeding 4.1 million pieces will drop in February and July, 1987.

Second, *PC Resource* will enjoy a major presence on the newsstand, with national distribution by ICD, and additional distribution to independent retailers, including bookstores and computer stores. In total, 110,000 copies per issue will be displayed. Plans call for 55% subscription readership and 45% single copy readers.

PC Resource, in an interesting twist on usual magazine launch strategy, is not using other publications' mailing lists to develop circulation. In order to offer unduplicated, active readers, *PC Resource* will be soliciting subscriptions from manufacturers' warranty files, direct marketers' customer lists, and commercial compiled lists -- but not from other magazines.

Efforts to attract advertisers are no less elaborate. **William J. Smith**, *PC Resoruce*'s national sales director, describes his plans, "We want to make it as easy as possible for an advertiser to use *PC Resource* for his marketing efforts. As you know, we've made every effort to provide quality readership and quality editorial. Obviously, we'll prosper if we offer this great product at a great price. That's why we set rates that are the most competitive in the industry. Coupled with discounts for charter advertisers and the best service we can provide, our prices look very attractive."



People

Joanne Kelleher has been appointed senior editor of *Computerworld.* Joanne will supervise the development, editing and production of the new and expanded "Spotlight" section of *Computerworld.*

Prior to joining CW, Joanne was a freelance writer and editor for such publications as *Inc.*, *Venture*, *CFO* and *Computerworld.* Before that, she was a founding editor of *Training News*, a monthly tabloid newspaper for human resources professionals which is published by Weingarten Publishing, Inc., of Boston. Joanne had also served as an editor of *AdEast* of Boston, a monthy publication covering advertising, graphic arts and the media.

A native of Boston, Joanne holds a bachelor of science degree in journalism from Boston University's School of Communications.

Sally Cusack has been appointed researcher for *Computerworld.*

Sally will research product and vendor information for the new "Spotlight" section of *Computerworld.* "Spotlight" has doubled in size and will be between16 and 24 pages. It will now appear twice a month under its own glossy cover as an insert and will continue to highlight one product per issue, such as terminals or network software.

Continued on next page

Continued from previous page

Sally had previously served as a database coordinator for IDC's Continuous Information Services, where she researched new products to be added to the database.

Sally joined IDC in January 1986. A native of New Brighton, Pennsylvania, Sally holds a bachelor of arts degree in history from Framingham State College.

Anniversaries

One Year
Andrew Ould - IFW
Amy Cortese - IDC
Diane M. Farrell - IDC
Linda G. Doliner - IDC
George Newman - IDC
Kevin M. Smith - IDG
Linda Simon - IFW
Kathleen Carney - CW
Linda M. Gorgone - CW
Martha Watjen - CW

Two Year
Joanne Gillis - PCWCI
Laurie J. Flynn - IFW
Karol L. Lange - CW
Kelly A. Shea - CW
Robert F. Kanes - IFW
Susan Tricca - CW

Three Year
Keith Johnson - CW/P

Four Year
Eric C. Bender - PCWCI
Debbie Walsh - CW/P

Five Year
Nancy Rubin - CW/CMG

Six Year
Charlene Beaulieu - CW/P

Eight Year
Donovan White - CW

Fourteen Year
Lois R. Green - IDC

Nineteen Year
Walter W. Boyd - IDG

What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nancy Cusack, IDG, 617-875-5000 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

Departments

News Stories - events of major interest.

Profile of the Week - has your department been covered recently? If not, let us know.

News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Description: ____________________

IDG
WORLD

VOLUME 17, NUMBER 8 FEBRUARY 23, 1987 *update*

Federal Computer Week Targets Government Market

CWCI recently announced their entry into the federal government market with *Federal Computer Week*, scheduled to debut on March 23, 1987. The weekly tabloid will target a controlled circulation audience of 40,000 information technology decision-makers in over 70 government agencies and departments, as well as the prime contractors, systems integrators and value-added resellers (VARS) that serve the federal marketplace.

Federal Computer Week publisher **Frederic H. "Fritz" Landmann** said, "IDG has maintained a window on the government arena for over a decade through IDC's Washington division. IDC advised CWCI that a strong need now exists for a publication to fully serve and inform this market. *Federal Computer Week* will fill that need. "

Veteran editor and Washington watcher **Edith Holmes** has been appointed editor of *Federal Computer Week* (See "News of Note"). Holmes, who established CWCI's Washington, D.C., bureau in 1976 for *Computerworld*, will direct a staff of 18 at the publication's Falls Church, Virginia, base. According to Holmes, the editorial content of *Federal Computer Week* will combine timely news on the federal government environment with news on technology relative to that environment.

The publication will include regular reports on procurement and interviews with top procurement officials, central agency policy decisions, and technical developments and their impact. *Federal Compuer Week* will also provide information concerning major government systems purchases, contract awards, legislation affecting systems, case studies, requests for proposals and people in the news. "All new product reports will

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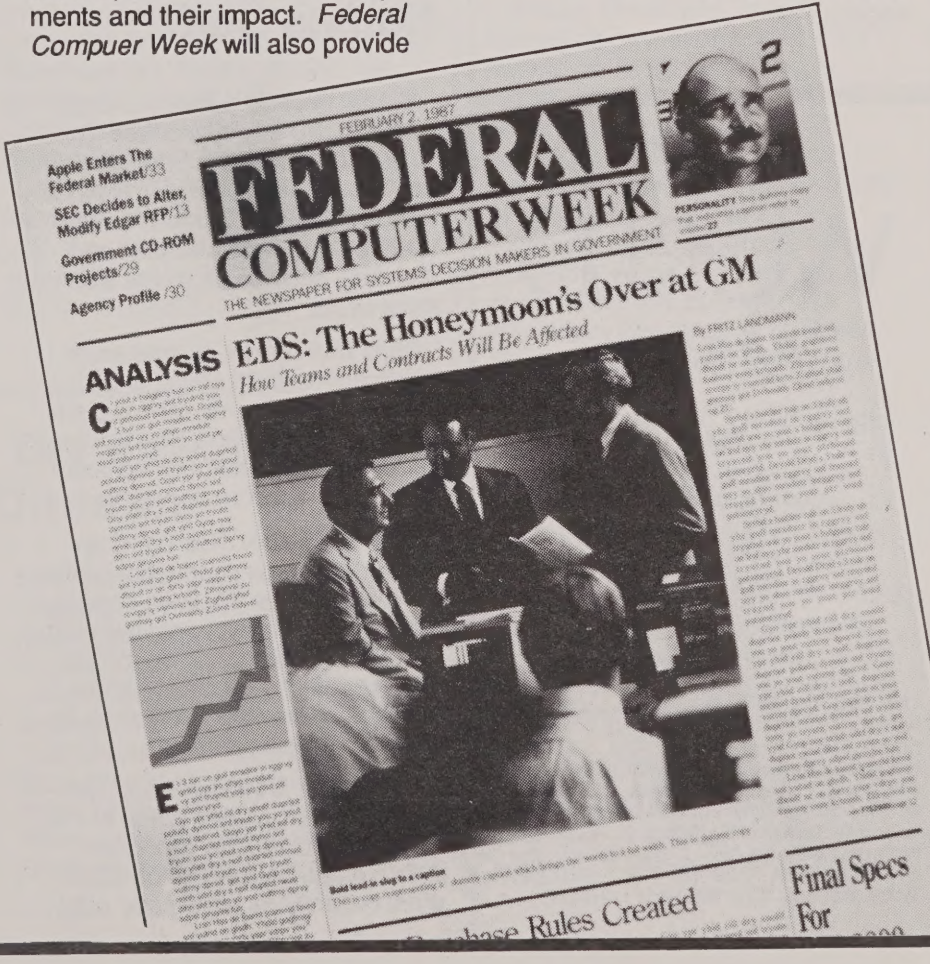

FEBRUARY 2, 1987

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Agency Profile /30

FEDERAL COMPUTER WEEK

THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT

PERSONALITY

ANALYSIS

EDS: The Honeymoon's Over at GM

How Teams and Contracts Will Be Affected

By FRITZ LANDMANN

Bold lead-in slug to a caption

Rules Created

Final Specs For

Continued from previous page

be written with a government 'spin' that analyzes where these products fit in the federal structure," said Holmes.

According to IDC, the federal government has been under considerable pressure to automate. It reports that $13.5 billion has been budgeted for fiscal 1987 to accomplish this task, with $20.2 billion predicted by 1991. Ray Kline, former General Services Agency director, was quoted, "By 1990, every white collar employee in government will have a personal computer or an intelligent terminal."

"The federal government's need for information about systems technology is tremendous," said Landmann. "The same state-of-the-art equipment needed in the private sector is required in the public sector -- from office automation to command, control and communications needs. *Federal Computer Week* will help information technology buyers make informed purchasing decisions as well as keep them apprised of developments in their world," he added.

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

News of Note

Federal Computer Week Editor Named

Edith Holmes was recently appointed editor of *Federal Computer Week*, CWCI's new weekly publication for government systems decision makers.

Edith's impressive writing and editorial credentials include five years as a freelance editor/writer for such clients as the Research Institute of America; McGraw-Hill's *Data Communications*, *Engineering News Record* and *Coal Age*; German publisher Springer-Verlag, for which she wrote a Washington column for the magazine *Abacus*; Phillips Publishing's *Personal Computers Today* and *Outlook on IBM;* and Cahners Publishing's *Datamation*. Prior to her freelance career, Edith worked for McGraw-Hill covering computers and communications in Washington, D.C. for *Business-Week* and *Data Communications*.

Edith has monitored the Washington scene since she served as staff writer and later as Washington bureau chief for *Computerworld*. In 1976, she established the CWCI Washington headquarters, then two years later moved to a position as editor of *Information World*, a publication of Information Handling Services, at that time a unit of Indian Head in New York.

Edith holds a bachelor of arts degree from Dickinson college in Carlisle, Pennsylvania, and a master of science degree from Boston University's School of Communication. She is a member of the National Press Club.

PC Resource Names Staff

Anne Freed, formerly a copy editor for *80 Micro*, has been promoted to one of *PC Resource*'s two senior editor positions. Anne will be supervising the in-house and freelance copy editors and directing copy through the editorial cycle.

Chip McMaster, former managing editor of *80 Micro*, is taking over the other senior editor position at *PC Resource*. She will be supervising the editorial material through the production cycle.

Melinda Baker has been appointed the new production editor of *PC Resource*. Melinda recently graduated from Harvard University with a bachelor of arts degree in English and American literature and has been doing freelance editing and graphic design.

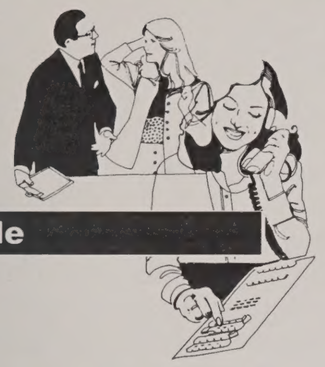
Charlotte Donaldson is taking over as executive editor of *PC Resource*. Charlotte has been with *Computerworld* since 1983, most recently as chief copy editor.

John Wolfskills is joing the technical writing staff at *PC Resource*. John recently retired from the Navy where he was an instructor, programmer, and programmer analyst. He has been working as an *80 Micro* author for several years.

John Kraichnan will be taking over as copy editor of *80 Micro*. John, a native of Dublin, New Hampshire, graduated last spring from Wesleyan Univeristy with a bachelor of arts degree in government and has been working at Curtis Manufacturing in Peterborough.

Karen Pope has joined *80 Micro* as a managing editor. Karen is from Hardwick, Vermont, where she and her husband owned and ran the weekly *Hardwick Gazette* for nine and a half years.

Mark Reynolds is returning to CW to take over as the new review editor for *80 Micro*. Mark, who had been a senior editor at *Digital Audio* until recently, was at one time the managing editor at *Hot CoCo* magazine.



People

Penny Janzen has been named associate editor of the features group at *Computerworld.* Penny will be responsible for content editing and layout of the new "Product Spotlight" section of *Computerworld.*

Penny came to CWCI in April of 1984. She has served as assistant news editor of *Micro MarketWorld,* and as copy editor of *Computerworld.* Prior to that, she was a Peace Corps volunteer/English teacher in Botswana, Africa, and a public relations specialist at Nixdorf Computer Corporation in Waltham, Massachusetts.

A native of Pelham, New York, Penny holds a bachelor of arts degree in English from Colby College in Waterville, Maine.

John R. Watts has been named account manager for *Computerworld Focus,* the industry-trend magazine that accompanies *Computerworld,* and for *Computerworld*'s new "Spotlight" section. John will be responsible for advertising sales throughout the Northeast and Canadian information processing community.

Prior to joining CWCI in December of 1986, John worked as an account representative for Nynex Information Resources, and as an account executive for Norris Advertising in Randolph, Massachusetts.

A native of Boston, John holds bachelor of science and bachelor of arts degrees in marketing from Suffolk University in Boston.

Nancy Niero has joined the staff of IDC Washington as the editor of the *PIM'S Newsletter.* Nancy has a background in reporting and newsletter writing with Capitol Publications, Inc. of Alexandria, Virginia. She was a feature reporter with *The Report on IBM,* later moving to editor of the *Education Computer News.* She holds an associates of arts degree from Yavapei Community College, a bachelor of science in journalism from Northern Arizona University and a masters of arts in journalism from the University of Arizona.

Susan Odell was recently named office manager for the IDG Marcomm Group, reporting to **Jack Edmonston**, Marcomm president. The IDG Marcomm Group provides marketing communication services to all divisions of IDG.

Susan's responsibilities include involvement in corporate shows, supervising the approaching Marcomm Group move to Speen Street and generally directing office operations.

Susan joined CWCI in November of 1986 coming from a position as assistant to the president of Pro-Data, where she worked from 1973 to 1986. Prior to her tenure with Pro-Data, she worked as an executive secretary with the Cabot Corporation of Boston. Susan's new position marks a return to IDG, as she spent four years in general administration for IDC during the sixties.

A native of Darien, Connecticut, Susan holds a bachelor of arts degree in psychology from the University of Colorado.

Latin American Regional Controller Visits U.S. Offices, Meets Staff

Carl Bartsch, CWCI Latin American regional controller, recently visited the United States and the CWCI Framingham headquarters for the first time.

Based in Rio de Janeiro at the offices of Computerworld Brazil, Carl made the trip to acquaint himself with the Framingham operations and personally meet the CWCI and IDG people he deals with on a regular basis.

While at CWCI in Framingham, he met with **Tom Casalegno**, president and COO, **Marion Kibbee**, vice president of corporate services, **Bill Leitch**, CW/CMG president, **Steve Woit**, vice president, new products division, **Jeff Cordeiro**, corporate director, MIS, and **Sheryl Merchant** of CWIMS. At IDG, he talked with **Bill Murphy**, executive vice president of finance, and **Ted Bloom,** IDG controller.

Carl joined CWCI six months ago. Although he is controller for the Latin American region, his primary responsibility is administration of finance for Brazil.

CWCI New Product Division Names Group Circulation Director

Adam Rude has been appointed group circulation director for CWCI's new product division. Adam is now responsible for all circulation activities for CW's new *Federal Computer Week* publication. He will continue to manage circulation efforts for *Digital News.*

Adam came to CWCI in July of 1986 as circulation director for *Digital News.* Previously, he had served as assistant circulation manager for *PC Week* and *Digital Review* published by Ziff-Davis Publishing of New York.

Adam holds a bachelor of science degree in management from New York University, where he is on leave from study for an MBA. A native of Pomona, New York, Adam currently resides in Boston, Massachusetts.

Anniversaries

One Year
Parth Domke - CW
Stanley Gibson - CW
Francine Jonikaitis - CW
John McDonough - CW

Two Year
Jane Butterfield - CW/P

Three Year
Laura Cameron - IDG
Thomas Perry - IDC
Pamela Powers - CW

Four Year
Marjorie Grubic - IDC
Richard Hengehold - IFW

Five Year
Mary Ann McAuley - CW

Six Year
Elsie Mercury - CW

Seven Year
Pina Pozzi - IDG
Delia Daniels - IFW
Bruce Hoard - CW

Twelve Year
Marion Kibbee - CWCI
Richard Priante - CW

What's New With You?

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News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name: ____________________

Title: ____________________

Company/Department: ____________________

Address: ____________________

City/State/Zip ____________________

Country ____________________

Phone: ____________________

E. Mail: ____________________

Description: ____________________

IDG
WORLD
VOLUME 17, NUMBER 9 MARCH 2, 1987 update

CN '87 Boasts Record Attendance

By all measurements, CW's Communication Networks '87 trade show and conference was a smashing success.

The event, held at the Washington D.C. Convention Center February 9-12, drew record breaking crowds. Attendance was up 20% over 1986. Over 12,000 attended the conference seminars and workshops and toured the trade show floor.

Exhibitor participation also increased with 1,200 booths occupied by some 300 exhibitors.

According to **Bill Sell**, director of planning and operations for CW's Conference Management Group and CN '87's show manager, "This year's show greatly exceeded all expectations. It is obvious that the telecommunications segment of the information technology industry is still growing quickly. Telecommunications managers are hungry for information and CN has established itself as the best forum in which to learn."

The extensive conference program covered topics ranging from strategic business perspectives to technology briefings. Monday's sessions proved to be the most popular, with more than 1,100 attendees participating. Each paid $300 to attend the day-long program.

Exhibitors ranged from start-up vendors selling cables and connectors to major vendors of telecommunication packages. "Every major player in the industry was there...the Rolms, AT&T, etc.," commented Sell.

CN has surpassed its competitors in the quallity of its conference program and its ability to attract decision makers to the exhibit hall. The Conference program has distinguished itself by being allowed to grant Continuing Education Units to attendees who participate in seminars. CN's major competitor, the Interface Show, cannot claim such a distinction.

The city of Washington recently declared CN a city-wide show. "In effect, this means that the city planners view our event as a major revenue producer for the city's businesses. They fight to keep you coming back," said Sell.

And keep coming back they will! According to Sell, many of the exhibitors booked space in next year's show on the spot. Almost 1,100 booths are spoken for.

Plans for 1988 include producing Communication Networks internationally in France and Japan. (*see related story*)

Richard E. Wiley, CN '87 Conference Chairman, John Leamasters, President, Contel, Bill Leitch , President, CW Conference Management Group and Pat McGovern, IDG Chairman (left to right) at Communication Networks '87.

News of Note

Regional Publishing Managers Compare Progress in Italy

Cortina, Italy -- The growing importance of international markets, and the consequent need to consolidate efforts and create new properties which reflect audience needs, were much discussed topics at the recent publishing managers meeting where West and East Europe and South America were represented.

Other topics which came in for analysis and comparison across national boundaries included the shorter life cycle anticipated for some publications as windows of opportunity open and close more quickly, and the emerging opportunities for low-risk vertical market properties which can be introduced and tested as special sections. Direct marketing services for advertisers and the growing competitive nature of the DP advertising market were also discussed.

There was general agreement that in order to enhance recruitment advertising, it is important to organize seminars, job fairs, and books to support market demands for dialogue and precise information

Two issues which dominated conversation during and outside the scheduled meetings were the pros and cons of long-term strategic planning, and the need for editorial content to reflect the impact the information industry is having on society as a whole.

In attendance at the meeting were **Wout Berends** of Holland; **Martin Durham** of the United Kingdom; **Preben Engell** of Denmark; **Bruno Fazzini** of Italy; **Dezso Futasz** of Hungary; **Marten Hansen** of Norway; **Tim McNeill**, IDG Consultant; **Ney Kruel** of South America; **Bengt Marnfeldt** of Sweden; **Gebhard Osterwalder** of Switzerland; **Jean-Louis Redon** of France; **Eckhard Utpadel** of West Germany; **Manfred Weiss** of Austria; **Paco Zabala** of Spain; **Ian Thalmessinger** and **Keith Arnot** of the United Kingdom. **Beatrice Couperie** of CW France handled all organizational and logistical arrangements for the meeting.

Dezso Futasz of CW Hungary and Beatrice Couperie of CW France at CW's European Regional Managers Meeting.

Left to right: Martin Durham, Tim McNeill, Eckhard Utpadel, and Jean-Louis Redon.

Bengt Marnfeldt of CW Sweden.

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 9 **MARCH 2, 1987**

SECRETARY
IDC has an immediate full-time position available for an entry level, dependable secretary. Good typing, office and organizational skills are required; a pleasant telephone manner is essential; must exercise flexibility and independence. Word processing experience is preferred, but training will be provided. Interested candidates should call or send their resume to: Janet Bird, IDC, 5 Speen Street, P.O. Box 9015, Framingham, MA 01701, telephone (617)872-8200 x 649.

SYSTEMS DIRECTOR
CWCI in Framingham is looking for a systems director to assume overall responsibility for operations and maintenance of 196-user 6cpu Atex System supporting two major weekly publications. Reponsibilities also include managing technical operations staff responsible for servicing its text processing/editing equipment. An excellent technical background, including in-depth knowledge of composition systems, an effective management style, and a strong customer orientation are required. Demonstrated record of accomplishment in a technical management position, pragmatic approach to problem-solving and the ability to motivate and direct a technical team in a fast-paced environment are essential. Prior experience in the publishing industry and/or experience with Atex systems is desirable. Contact Brenda Fischer (617)879-0700 x613.

PART TIME CLEANER
CWCI in Framingham is looking for a part time cleaner in the administrative services department to work 20 hours a week helping to maintain its facilities. All supplies will be provided. Hours are from 12 - 4 p.m. Contact Rick Ciliberto, CWCI, (617)879-0700 x 290.

STATISTICS AND AUDITS ASSISTANT
CW/Peterborough is looking for a statistics and audits assistant for the Circulation Department to assist in the preparation of the manager's reports and analysis of all of our magazines. This includes updating paid and unpaid circulation reports, updating basic monthly renewal reports, reconciling postage forms, and assisting with the coordination for the ABC and Postal Audits. Strong background in general math, detail orientation and good organizational skills are required. Computer knowledge in Lotus would be a plus. Contact Cecile Giguere, CW/Peterborough, 80 Elm Street, Peterborough, NH.

CONFERENCE SPEAKER RECRUITER
CWCI is looking for a conference speaker recruiter for the Conference Management Group to be the primary conference speaker recruiter for the division, including source lead development creation and maintenance of a speaker database, and the actual recruitment of speakers. Responsibilities also include the coordination of speaker activities and program events including meeting rooms, audio/visual needs and related areas, as well as maintaining the conference speaker budget and expense items, and serving as chairperson for programs. A knowledge of telecommunications and mainframe markets, several years of experience in meeting planning, editorial, product marketing, public relations or adult education helpful. Contact William Leitch, President CW/CMG P.O. Box 9171, Framingham, MA 01701.

BOOKKEEPER

IDG has an opening for a bookkeeper in the finance and accounting department. Responsibilities include accounts payable, accounts receivable, sales and other miscellaneous bookkeeping functions as well as data entry work. At least one year of experience in the bookkeeping areas mentioned here is required. Contact Debbie Sobin, Account Manager, IDG Framingham (617)875-5000.

RESEARCH ANALYST

The Microsystems Research Group at IDC in Framingham has an opening for a research analyst. This position has two major areas of responsibility; the first is for the development of a 5000 record data file of "Micro Managers and Power Buyers" in U.S. businesses. This key group of users influences the acquisition of microcomputers and sets de facto technical standards in the rapidly changing PC environment.The second responsibility is for an on going series of Micro Manager Audits. Specifically, this research analyst will survey samples from the Power Buyers File on the hottest issues of the day. Topics for the research series will include PC retirement strategies, reaction to Intel 286/386 product announcements, operating systems standards in large organizatiosn, and other micro management and acquisition issues. These research products will be used by CWCI and IDC sales staffs to sustain advertising and product revenue streams and to project an enhanced, credible image for IDC's PC research activities. Writing skills, data base concepts/file experience, and knowledge of the microcomputer technology segment will all support the credentials of the successful candidate. Contact Tom Willmott at IDC x242 or Aaron Goldberg at IDC x224.

APPLICATION ANALYST

The information services bureau department within IDG has an opening for a business application analyst. This individual will be responsible for assisting in the implementation of the new advertising/billing/accounts receivable/credit and collection/sales analysis system (OMNI), for all of IDG's domestic corporations. This includes responsibility for system testing and user training. Responsibilities also include acting as a liaison between users and the programming staff to develop specifications for enhancements to this major online system. This position requires an employment history that includes knowledge of computer systems and accounting. Familiarity with DEC VAX and a programming background are a plus. Candidates with publishing and advertising experience are preferred. The ability and desire to travel is a must. Please forward your resume to Sandra Young, IDG ISB, 5 Speen Street, Framingham, MA 01701.

MARK YOUR CALENDAR

MARCH 2
IDC Briefing Session
Copley Plaza
138 St. James Avenue
Boston, MA

MARCH 4
IDC Briefing Session
Grand Hyatt
Park Ave. at Grand Central
New York, NY

MARCH 9
IDC Briefing Session
Bethesda Marriott
5151 Pooks Hill Road
Bethesda, MD

MARCH 11
Stress Management Seminar
11:30 a.m. - 1:00 p.m.
IDC Board Room
Framingham, MA
Contact Linda Bowes IDG x554

MARCH 13
IDC Briefing Session
Red Lion Inn
2050 Gateway Place
San Jose, CA

CW Names Vice President of New Products Division

Steven F. Woit has been appointed vice president of CW's New Products Division. In this position, Woit will research new markets and oversee product launches for the company.

"My role is to seek out new markets, investigate their potential, and then evaluate the feasibility of entering that arena," commented Woit.

Once a market niche has been identified, Woit acts as an advisor, helping to start the new publishing group and launch the new product.

"I work with the launch team to develop a business plan, find the right people and help the group tap CW's vast resources."

Woit is currently working with Publisher **Fritz Landmann** on the launch of *Federal Computer Week*. The weekly tabloid is CW's first publication to target the federal government market. As such, the book will reach 40,000 information technology decision-makers in over 70 government departments and agencies.

Most recently, Woit participated in the successful *Digital News* launch with Publisher Pat Kenealy. The publication targets the DEC VAX user commmunity and now commands 20% of the DEC-specific advertising market.

Woit joined the company in 1980 as the assistant to IDG Chairman **Patrick McGovern**. He later served as director of new business development/ personal computer publications. In July of 1986, Woit began working with CW Communications CEO **Axel Leblois** as director of new product development.

Woit holds a bachelor of arts degree from Yale University, and is a graduate of Harvard University's Radcliffe Publishing Procedures course. He currently resides in Cambridge, MA.

CW Announces Paris, Tokyo Telecom Shows

Based on the success of the 1987 Communication Networks Conference and Exposition, CW Communications (*see cover story*) recently scheduled two international telecom shows in: France and Japan. Each will serve the marketing needs of companies selling to these data, voice and telecom users, with a show and conference program unique to user needs in that marketplace.

"Attendance success will be assured by the strong local promotional capabilities of CW's computer, communications and personal computer publications," said **Axel Leblois**, Chief Executive Officer of CW Communications. CW publishes *Computerworld*, *Network World* and *PC World* in the United States, *Le Monde Informatique* and *Le Monde des Telecoms* in Paris, and *Computerworld Japan* in Tokyo.

"Moreover," Leblois added, "shows, sales and promotion are in the hands of proven local companies noted for good sales, attendance promotion and show management experience. The Paris and Tokyo events will have the backing of *Communication Networks*, now heading into a sell out 1988 tenth anniversary show, scheduled for January 25-28 in Washington, D.C."

According to Leblois, show dates and management are as follows:

1. Telecom/88 Communication Networks -- Paris, Palais de les Porte de Versailles, February 16-19, 1988. Show manager is **Bruno Berthet**, president of Capric, co-producer with CW Communications of the PC Forum, held in five European cities in 1987. Telecom 88 will be held in conjunction with the PC Forum in Paris, an event that drew 35,000 PC users and MIS managers in February,1987, which guarantees attendance of top quality buyers for the new show.

Continued on next page

Dick Yamashita, President of IDG Communications Japan

Axel Leblois, Chief Executive Officer of CWCI announces the Japanese and French Communication Networks trade shows at CN '87 in Washington, D.C. (Seated to his left Bruno Berthet, President of Capric; to his right Bill Leitch, President CW Conference Management Group

Continued from previous page

2. Communication Networks -- Tokyo International Fairgrounds, Fall 1988. Show manager is **Dick Yamashita**, newly named President of CW Communications in Japan. Yamashita produces the annual Semicon show in Tokyo, Osaka, and also in Seoul, which collectively drew 52,000 attendees in 1986 with some 1,900 booths.

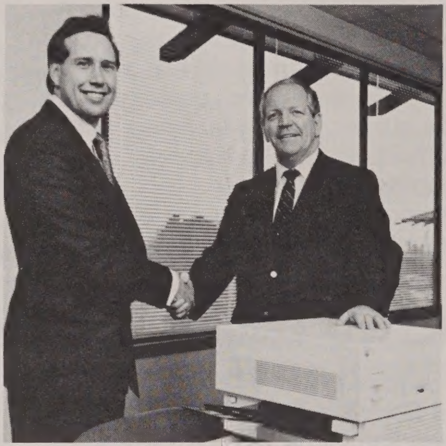
According to **William R. Leitch**, general manager of Communication Networks/U.S., exhibitors will be drawn from worldwide markets, but program and product emphasis will be specific to national needs. "This close fit will be possible because of CW's understanding of end-user needs and its broad experience in producing 85 publications in 30 countries of operation," Leitch said.

InfoWorld Announces Laserwriter Raffle Winner

InfoWorld, the leading news weekly for more than 160,000 PC professionals, announces the winner of their recent *MACWORLD* EXPO Raffle.

Max Copley, senior systems representative for Moore Business Center in Costa Mesa, California, was presented with the Apple Laserwriter by **Art Shields**, *InfoWorld's* vice president of marketing.

The raffle theme was "Confess to Cringely at *MACWORLD* San Francisco and enter *InfoWorld's* Apple Laserwriter raffle." Show atendees were required to divulge their most valued Macintosh secret to "Notes from the Field" editor **Robert X. Cringely** for print in this column. To express appreciation for their news tip, participants were then given a chance to win the laserwriter.



Art Shields, InfoWorld Vice President presents Max Copley of Moore Business Center with an Apple Laserwriter.

"*InfoWorld* is the only PC news weekly to dedicate an entire section to Macintosh news," says Shields. "Our exhibit at *MACWORLD* and our decision to raffle off the laserwriter only confirms *InfoWorld's* commitment to our readers' interest in the Macintosh and Mac compatible products."

InfoWorld continues to lead the way in providing its readers with the most reliable, up-to-the-minute coverage on PCs and related information.

Anniversaries

One Year
Albert Coviello - IDG
Ian Warhaftig - IDC
Dale Strang - CW/P

Two Year
Rachel Parker - IFW
Miriam Jenkinson - IFW

Three Year
Jane Seamans - CW

Four Year
Lucy Sheehan - IDG
Jeffrey Dziama - IDC
Bradford Dixon - CW/P
Kathleen Girard - PCWCI

Five Year
Frederic Losapio - CW
Roger Murphy - CW/P

Six Year
Margaret McIndoe - CW
Fiona Davies - CW/P

Seven Year
Darlene Dichard - CW/P

Eight Year
Ann Baker - IDG

Nine Year
Thomas Monahan - CW

CW Expands International Operations

CW recently announced the following product launches and changes:

Computerworld Korea has established a weekly newspaper which will be mailed along with the *Electronic Times,* the leading electronic newspaer in Korea. A new monthly, *PC World Korea*, will also be launched in the coming months.

Beginning in March of 1987, *ComputerWorld HongKong* will be received by computer professionals in that country. Also in the month of March, *Computerworld Asia*, a weekly, will be published out of Singapore and shipped to South East Asia and Singapore. Once every month, special editions will be published for the two major regional countries under the titles *Computerworld Malaysia* and *Computerworld Indonesia.*

CW Italia has been set up as a wholly-owned subsidiary and has acquired rights to *Computerworld Italia* from a publishing company which formerly issued it under license. It will now be run with an expanded circulation and team in Italy by **Bruno Fazzini**, and supported by **Jean-Louis Redon**, CW's Southern European Manger.

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. WORLD UPDATE

IDG
WORLD
VOLUME 17, NUMBER 10 MARCH 9, 1987 update

McGovern and Masi Tour IDG Operations

Pat McGovern and Carl Masi, IDC Chairman and CEO, recently returned from a whirlwind tour of CWCI and IDC's international operations.

Pat McGovern and **Carl Masi** kicked off their recent European trip with a visit to IDG's operations in the U.K.

While there they were updated on the progress of a new publication, *Graduate Computerworld*, under the direction of *Computer News* publisher **Julian Treasure**. It will debut in the Spring of l987. Plans are also underway for *Lotus*, a publication for users of 1-2-3 and other compatibles.

At IDC's U.K. offices, managing director **Lillian Shapiro** and her staff briefed Pat and Carl on recent activities, including a new IDC U.K. study which helped the data center of a leading British manufacturing company in their employee-sponsored leveraged buyout. The British company formed an independent computer services company for the benefit of both sides based on IDC's findings.

Martin White, European director of LINK, shared his view of the excellent growth opportunity available in Europe for LINK Resources information services. European media companies planning to expand their activities in electronic publishing and enter the U.S. market will allow LINK to expand its client base in Europe.

Mike Schorfield, European director of financial planning services, reported on the opportunites for IDC's Financial Services Group as more banks and insurance companies are entering the computer leasing field.

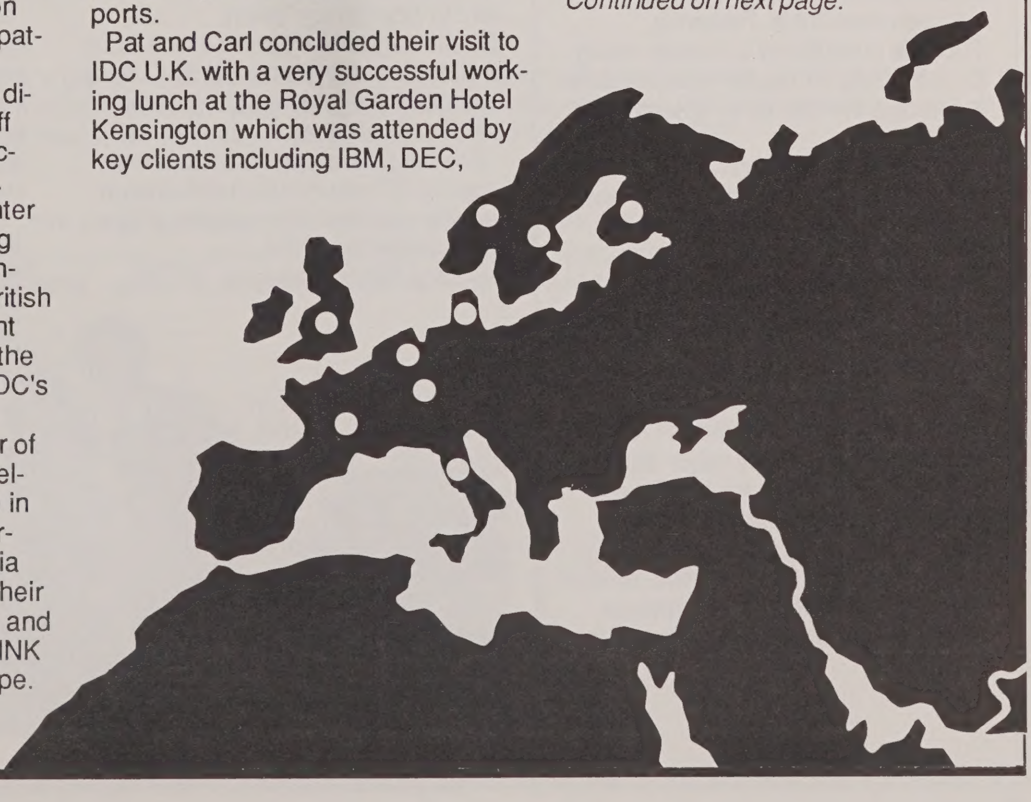
Phillip DeMarcillac, European director of the global vendor Business Unit, explained the recent conversion of the Eurocast Report series into a broad range of information services. He said the outlook was very positive with clients picking up annual information services as opposed to purchasing individual reports.

Pat and Carl concluded their visit to IDC U.K. with a very successful working lunch at the Royal Garden Hotel Kensington which was attended by key clients including IBM, DEC, Barclays Bank, Rank Xerox and British Telecom.

IDC France reports the establishment of the IDC Consulting Group in Paris under the direction of **Sylvia Benech**. IDC has also predicted a tremendous amount of growth in their software and services business as well as an increase in the number of studies written for user clients.

Jean-Louis Redon, general manager of CW in southern Europe and France, updated Pat and Carl on the

Continued on next page.



Continued from previous page.

progress of *InfoPC* as well as the new monthly magazine, *Telecoms*, which is well ahead of plan and very prosperous.

From France Pat and Carl traveled to Copenhagen where they met with IDG employees at IDC Finland, IDC Sweden, IDC Norway and IDC Denmark.

IDC Finland is a newly established company that represents IDC's services in Finland. **Heikki Keraenen**, manager of IDC Finland, was a key executive at Nokki, the largest electronics and computer manufacturing company in Finland before joining IDC. Heikki anticipates a great demand in Finland for IDC's information services.

The manager of IDC Sweden, **Karl Ake-Soderberg**, reported on a 40% increase in IDC business within the last year.

Per Rosenkilde, manager of IDC Norway, briefed Pat and Carl on the progress of his group as well as the increasing cooperation between their office and *Computerworld Norway.*

IDC's European Custom Research Center, located at IDC Denmark, is under the direction of **Elizabeth Thomas**. She has been involved in numerous studies which have helped companies acquire new software and services firms. Recently, Thomas completed a custom study for a leading computer manufacturer in Europe on the banking terminal market.

Computerworld Denmark is setting record levels in advertising for both *Computerworld Denmark* and *PC World.*

According to **Hubert Van Onna** , Managing Director of IDC Benelux and **Alain Cousin** of IDC Belgium they are about to launch a new service for the computer integrated manufacturing marketplace. They recently completed a major study on the robotics market for the European economic community.

IDC Netherlands has developed a very substantial base of local studies serving the needs of information technology companies in that marketplace.

Eric Hargesheimer, managing director of IDC Deutschland, is expanding his services and is hiring a new marketing manager as well as an additional research director. Hargesheimer is also hiring an additional marketing executive who will devote time to selling IDC's Financial Services products in Europe. The group is also planning a major expansion of the data files in order to increase the coverage of the German Data File to 10,000 sites this year.

While at IDC Italia, Pat and Carl viewed a demonstration of IDC's Online Data File of computer installations in Italy. The file is coordinated through IDC Scandinavia who is responsible for overall management of the data file in Europe. **Robert Masiero** of IDC Italia's management team reported on the sale of a good number of subscriptions to their computer market planning service.

Pat and Carl ended their trip with a celebration dinner at which IDC Italia met the members of IDG's newly acquired publishing group, CW Communications Italia.

LINK/Europe Meets With U.S. Marketing Director

The staff of the European office of LINK Resources took part in a two-day market planning meeting on February 18 and 19 to take advantage of a visit by **Laura Berland**, LINK's marketing director.

Also taking part were **Martin White**, **Jackie Dyer**, **Amanda Jones**, **Kees Mulder** and **Elisabeth George**, who represents LINK in IDC France. As a result of the meeting, LINK has focused its European coverage on elecronic information and applied telecommunication services.

In other news from LINK, **Martin White**, the European Director of LINK Resources, has been invited to present a paper on electronic publishing to the 26th Congress of the International Federation of the Periodical Press in Paris in early May.

Tenth Anniversary Celebration

Susan Slater, manager of IDC's data center, recently celebrated her tenth anniversary with IDC. As is the custom **Pat McGovern** escorted her in a chauffer -driven limousine to the Ritz in Boston for lunch.

Slater began her career in the data processing department in l977 as a computer programmer, a job she held for five years.

She was then promoted to manager of DP production until assuming her position as manager of the data center last April.

Today Susan oversees all DP planning and production planning, and the monitoring of all upgrades in hardware and software, reporting directly to **Paul Earl**, director of IDC's Data Resources Group.

In her spare time Susan enjoys gardening, needlework and participating in two choral groups. Originally from Virginia by way of Ohio, she lives in Sharon, MA with her husband, two daughters and two Dachshunds.

Pat McGovern and Susan Slater leave for their Boston luncheon.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 10 MARCH 9, 1987

ASSISTANT FEATURES EDITOR
CW/Framingham is looking for an assistant features editor for the *NWW* editorial department. Responsibilities include soliciting and editing feature articles and opinion columns, interacting with authors, occasional travel to industry conferences, and occasional writing assignments. At least one year of professional copy editing and content editing experience and a general working knowledge of networking are required, as is knowledge of voice and data communication systems and of computer technology. A journalism or technical degree is a plus. Contact Steve Moore at (617)879-0700 x584.

QUICKSERV INTERVIEWERS
IDC in Framingham is looking for quickserv interviewers in the Mast department. These telephone interviewers are needed to call executives in the information processing industry. Flexibile hours are available. Some college education is required, and a knowledge of computers is helpful. Contact Judy Danielson at (617)872-8200 x625.

CLASSIFIEDS

FOR SALE:
1982 Nissan 200 SX hatchback, 68,000 miles, fully loaded, 4-cylinder, 5-speed, 32 mpg, superbly maintained, garaged, includes new battery and new snow tires. $3800. Contact Frank Collins, IDG, 875-5000 x328.

FOR SALE:
1985 Toyota SR5 EFI 4 x 4 pickup. 20K miles, 5 speed, black exterior, charcoal interior, 5" lift kit. New 35" lift kit. New 35" radial mud tires. AM/FM stereo, sunroof, all options (no A/C). Sport seats, mint condition. $9,000 or best offer. Contact Kathy Overton, CW /Framingham x369.

FOR SALE:
1985 Nissan Sentra XE. 17k miles, sunroof, AM/FM stereo, candy apple red exterior, grey cloth interior, 5 speed. 40 mpg, excellent condition. Sell $7,000, lease $153/month (28 months, 43K miles remain. Open-end lease, option to purchase). Contact Kathy Overton at CW /Framingham x369.

FOR SALE:
1983 Renault Alliance, bright red, 2-door, stereo, 51K, standard transmission with new clutch. $2,995 or best offer. Contact Beth Lazarus, *NWW*, copy desk, 1820 Commonwealth Avenue, Brighton, MA 02135, x225.

FOR SALE:
1982 Monte Carlo. Silver, two-door automatic, AM/FM stereo with A/C. 53,000 miles, in good condition. Asking $4,300. Contact Debbie Waters-Colacchio (617)879-0700 x526.

ROOMMATE WANTED:
Female non-smoker to share 2 bedroom apartment in Framingham. Parking and pool facilities. $315/month, includes heat and water. One month security deposit. Available April 1, 1987. Please Contact Laura Kealy, CW 879-0700 x436 or 875-2131.

FOR SALE:
Four 4 x 4 tires, 39.5 inch, 500 miles on them. Firestone chrome rims. Like new. Must sell! Contact Julie Theobald 485-9418 or at IDC 872-8200 x483.

MARK YOUR CALENDAR

MARCH 9	IDC Briefing Session Bethesda Marriott 5151 Pooks Hill Road Bethesda, MD
MARCH 11	Stress Management Seminar 11:30 a.m. - 1:00 p.m. IDC Board Room Framingham, MA Contact Linda Bowes IDG x554
MARCH 13	IDC Briefing Session Red Lion Inn 2050 Gateway Place San Jose, CA
MARCH 23	23 - 24 CWCI Sales Training CWCI Framingham Contact Linda Bowes IDG x554
MARCH 26	26 - 27 CWCI Sales Training CWCI Framingham Contact Linda Bowes IDG x554
APRIL 23	23 - 24 CWCI Sales Training CWCI Framingham Contact Linda Bowes IDG x554
APRIL 27	27 - 28 CWCI Sales Training CWCI Framingham Contact Linda Bowes IDG x554

News of Note

IDG Expands Korean Operation

Computerworld Korea has established a weekly newspaper which will be mailed along with the *Electronic Times*, the leading newspaper in Korea. A new monthly, *PC World Korea*, will also be launched in the coming months.

Signing the agreement, (from left to right) **Alan Power**, Vice President Asia/Pacific, CW Communications, Inc.; **Axel Leblois**, Chief Executive Officer, CW Communications Inc.; **Patrick McGovern**, Chairman, IDG, **Dae-Young Jeong**, President, the *Electronic Times*; and **Eui Pyo Hwang**, Managing Director, the *Electronic Times*.

Pat McGovern addresses the staff of the Electronic Times

Network World Publisher Shares Views at Unisys Seminar

Network World publisher **F. Douglas DeCarlo** was among several noted industry authorities who recently spoke at an executive seminar entitled "Information Delivery and the Bottom Line," hosted by Unisys.

DeCarlo addressed the rapidly expanding user's world of networks and their critical contribution to business infomation and corporate profitability. The conference was held March 4 - 6, 1987 at the Hyatt Regency Grand Cypress in Orlando, Florida.

The financial impact of the modern world of communications on the corporation was the overall theme of the discussion-oriented seminar. DeCarlo provided an explantion of what networks really are, how they are integral parts of corporate capital investments and how to use them profitably.

IDG Employee Video Library

The IDG Personnel department recently announced the formation of the IDG Employee Video Library. At present, the library has six video and audio tapes on a variety of topics, including:

1. Time Management
John Lee speaks about the tools and techniques of the greatest resource -- TIME. He shows the necessity of a Master Plan designed to provide a sense of direction.

2. Achieving Personal Excellence
Learn seven important practical skills to help achieve excellence in all aspects of life.

3. How to Listen Effectively
This video is designed to help structure information in order to remember facts.

4. Stress, Success & the Type A Report Card
Learn the contributors of stress and how to control stressful factors. Also learn if you are a Type "A" or Type "B" personality.

5. How to Read People
Everyone has a pattern of behavior. By adapting your behavior to fit circumstances in today's business world, you will find yourself in a better position to negotiate.

6. Leadership - Maximizing People Potential
Build professionalism in people that work for you and learn the "how to's" of handling change for yourself and others around you.

Employees interested in borrowing these tapes should contact **Linda Bowes** at IDG on x554.

Anniversaries

ONE YEAR
Daniel Muse - CW/P
Bruce Raskin - PCWCI
Joshua Gonze - CW
Karyl Scott - CW

TWO YEAR
Clinton Wilder - CW
Paul Fitzpatrick - CW
James Povec - CW/P
Ann Fleming - CW/P

THREE YEAR
Dianne Barrett - CW

FOUR YEAR
John Reichmuth - IDC
David Vellante - IDC
Jeffrey Melnick - CW

SIX YEAR
Margaret McIndoe - CW

TEN YEAR
Diane Martin - IDC

TWELVE YEAR
Lee Vidmer - CW

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton

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What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our world-wide operations. Whether you wish to contribute on an on-going basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nancy Cusack, IDG, 617-875-5000 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

Departments

News Stories - events of major interest.

Profile of the Week - has your department been covered recently? If not, let us know.

News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Description: ____________________

IDG
WORLD
VOLUME 17, NUMBER 11 MARCH 16, 1987 *update*

Computerworld Tops Trade Pubs for '86 Ad Revenues

CWCI's *Computerworld* once again led specialized business publications with over $49 million in gross ad revenues for 1986, according to the January 19 issue of *Computer Publishing & Advertising Report published by* Communications Trends. C Systems Ltd. of Ridgefield, CT also verified Computerworld's first-place ad income position through its own idependent tracking service.

Computerworld recently underwent a major redesign adding color informational graphics to the paper for the first time in its twenty year history. The publication also has a cleaner, brighter look as a result of a paper stock upgrade. But most importantly, *Computerworld* has enhanced its coverage in several key areas by increasing its staff size in 1987 by some 15%, earmarking most of the additional coverage to the microcomputing and networking areas.

"That's really where the action will be with our readers -- in micros and networking -- and we have to stay one step ahead of the action.", said Bill Laberis, *CW's* editor.

"As IDC's figures show, expenditures by U.S. businesses on micros in 1986 were 50% higher than mainframe outlays. And that gap is growing as millions more micros poor into large corporations. It's really a micro and networking destiny for MIS, and we've got to be foremost with all the relevant new and product information."

Computerworld recently published its collector's edition 1000th issue, over 400 pages devoted to examining the role of largest single issue in the history of computer publishing.

The editors and staff of *Computerworld* will celebrate the publication's twentieth anniversary later this year.

(*See related story on the expansion of Computerworld's recruitment advertising department.*)

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
February 23, 1987 · Vol. XXI · No. 8 · $2/ Copy · $44/ Year

COMPUTERWORLD

INSIDE

In Depth — Is the laptop computer this generation's calcula-

IBM charts dual mid-range course

Unveils Solutionpacs for System/36, VM-based machines

BY STANLEY GIBSON
CW STAFF

In an apparent reference to mid-range rival Digital Equipment Corp., which pitches a sin-

Anthony C. Mondello, IBM vice-president of office systems, asserted, "The user wants a common application on all sys-

DDM holds distributed DBMS key

BY ELISABETH HORWITT
CW STAFF

Computerworld Appoints Ad Recruitment Director

John Corrigan has been named recruitment advertising director for *Computerworld.* He will be responsible for establishing a national staff for recruitment advertising comprised of telemarketing account executives and regional managers. He recently appointed seven staff members.

Corrigan will work to develop close relationships with recruitment ad agencies, clients and employee-search firms in order to service their needs in a cost-effective manner. "We provide our clients with exceptionally qualified candidates who are experienced, computer-involved professionals.", said Corrigan. He added that he expects *Computerworld's* recruitment advertising section to double in size in 1987.

Three recruitment managers have been hired to date. They will be based in their respective regions: **Al DeMille**, New England; **Mary Ellen Hessler**, NY; **Barbara Murphy**, CA.

Four telemarketing account executives have also been hired. They will be based with Corrigan in Natick, MA. They are: **Jay Novack**, New England and New York; **Ellen Cross**, Midwest; **Pauline Smith**, Mid-Atlantic; and **Nancy Percival**, West. All will work as a team with the regional managers.

Prior to joining CWCI in October of 1986, Corrigan served as classified advertising manager for the *Trentonian*, Trenton, New Jersey's daily newspaper. Previously, he was classified sales manager for the *Detroit Free Press*.

Corrigan holds a bachelor of arts degree from St. Francis College in his native Brooklyn. He currently resides in Sudbury, MA.

News of Note

Johnson Named Director of IDC Marcomm Group

Elizabeth Johnson Morris has been promoted to corporate director of promotional services for the newly-formed IDG Marcomm Group. The IDG Marcomm Group provides marketing communication services, including market research, direct marketing, sales promotion and public relations to member companies within IDG, including CWCI and IDC.

In her new position, Johnson Morris is responsible for the management of in-house advertising, promotion, and public relations-related activities.

She has been with CWCI for three years, most recently as sales promotion director for CWCI. Her prior experience includes advertsing agency account management in Boston, primarily for high-tech accounts, and marketing for Bose Corporation, a consumer electronics firm.

She currently chairs the Association of Business Publishers (ABP) Promotion Committee, a post to which she was appointed in 1986.

Originally from Michigan, and later a resident of Wellesley, MA, she now lives in Fairhaven, MA with her husband.

Computers in Science Names Editors

CW Communications Inc./Peterborough announces the appointment of **Michael J. Comendul** as managing editor and **William (Bud) Sadler** as associate editor of *Computers In Science* magazine. The announcement was made by **George Laughead**, publisher, *Computers In Science*.

Computers In Science, the first magazine devoted exclusively to scientists and the growing use of computers in R&D, labs, and research, will publish its first issue in May, 1987.

Comendul comes to *Computers In Science* with over 15 years of editorial experience, most recently as a writer for *The Computer User*, *CFO*, and the *Columbia Journalism Review* magazines.

He previously was managing editor/specials for *Byte*, where he helped launch special issues on IBM and Apple computers, and was managing editor of *80 Micro* magazine.

Bud Sadler joins *Computers In Science* with nearly 14 years of technical editorial background, including spending the last three years as chief copy editor of *Byte*. His earlier technical editing jobs include positions with GE and Stone & Webster Engineering.

IDG Publishes Corporate Profile

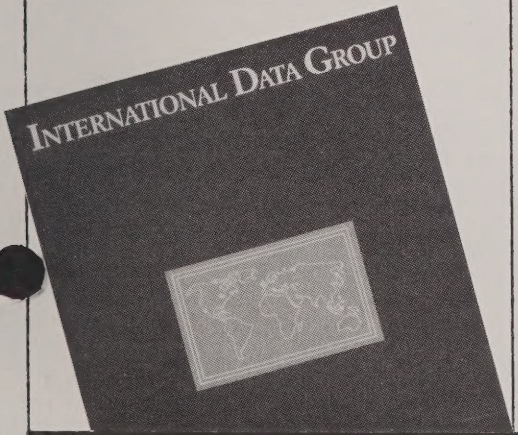
IDG's Corporate Communication Department recently produced a Corporate Profile. The forty-four page brochure is designed to give clients and prospects a quick, accurate impression of IDG -- the size of our company, the scope of our businesses, and the strength of our global presence.

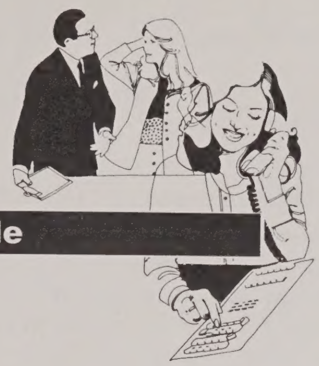
The piece is divided into two sections. The first lists CWCI's publications and information services by region. A four-color photo of each newspaper or magazine is displayed, along with information detailing its location, audience, frequency, format, and date of first issue.

IDC's global information services are categorized by specific information technology markets served. Each listing is illustrated by specific report covers and/or brochures. A brief description of each of the research services accompanies the photograph.

According to **Glenda Cudaback**, IDG's director of corporate communications, "This brochure will be a real asset when an individual is unclear about IDG's many international activities."

In addition to the descriptions of IDG's Global Information Services, the Corporate Profile also contains a comprehensive listing of our worldwide offices. For more information, and to receive copies of the new brochure, please contact **Nancy Cusack** at IDG, x534.





People

Ellen Levin was recently appointed Eastern marketing manager for CWCI's International Marketing Service. Levin will be responsible for all international advertising sales and service in the Northeastern and Midwestern United States. She will be based in the Natick Sales Office.

In her most recent position as Director of Publishing Services for IDC, Ellen was responsible for national advertising sales in the IDC special sections of *U.S. News and World Report* and *Forbes* magazine, as well as ad sales in private label publications produced through IDC's Communications Group.

Prior to her IDC position, Levin was marketing manager for Artificial Intelligence Corporation's micro-computer products division in Waltham, MA.

She is a graduate of the University of Massachusetts where she earned both BA and MBA degrees.

Bob Wallace has been named senior editor of *Network World.* His appointment was effective November 1.

Wallace will be covering the telecommunications industry, identifying and breaking new stories, noting trends, and investigating and writing about user concerns. Previously, Wallace has served as senior writer for *Network World.* He came to CWCI as a staff writer in 1984. Prior to that he was a public relations assistant for the Boston Breakers football club.

A native of Natick, MA, Wallace holds a bachelor of science degree in journalism from the School of Public Communications, Boston University.

Carolyn Novack has been promoted to Manager/Display Sales Operations for *Computerworld.* In her new role, Carolyn will be responsible for all internal display sales operations, including advertising production, share of market reports, sales reports to outside tracking sources, and sales.

In addition, Novack will also be coordinating requests from *Computerworld* regional sales offices, and coordinating activities between *Computerworld's* Display Advertisng Sales Department and *Computerworld's* Marketing Department.

Carolyn most recently served as *Computerworld's* Display Advertising Manager. She first came to *Computerworld* in August, 1983 as Advertising Coordinator for *Computerworld's* Northern and Midwest Regions.

Paula Noonan has taken over as senior editor of *80 Micro.* Paula most recently worked at *Byte* magazine where she was Copy Administrator.

Lisa McGrath has joined the Recruitment Advertising Department at CWCI as a sales secretary and assistant. In her new position, she will assist the national recruitment advertising director in the launch of a telemarketing team, support the field sales force, implement policy and procedures, update sales promotional tools, monitor administrative client/agency contact, and monitor special projects as needed.

McGrath was most recently an administrative assistant at IDC responsible for the weekly production of *IDG Update.* Prior to that she was an Administrative Assistant in IDG's Chairman's office.

Anniversaries

ONE YEAR
Kathryn Ciofalo - LINK
Carol Jahek - IDC
Melanie Guy - IDC
Charles Barrett - PCWCI
Linda Birch - PCWCI
Alan Alper - CW
Alan Hopkins - CW
Robert Mitchell - CW
Beth Lazarus - CW
Karen Young - CW

TWO YEAR
Lafe Low - CW/P
Eileen Terrill - CW/P
Gary Khederian - IDC
Virginia Weir - PCWCI
Gary Rocchio - PCWCI
David Ushijima - PCWCI
Paul Ladouceur - CW
Carol Lustenberger - WG

THREE YEAR
Evan Moltz - IDC

FOUR YEAR
Cynthia Sparrow - IDC

FIVE YEAR
Fern Lipshitz - LINK
Mike Hovagimian - IDC
Pamela Valentinas - CW

SIX YEAR
Joanne Boiardi - CW

SEVEN YEAR
Edward Scannell - IFW

IDG
WORLD
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What's New With You?

We need your help to make *IDG WORLD UPDATE* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you? Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nancy Cusack, IDG, 617-875-5000 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

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New Stories - events of major interest.

Profile of the Week - has your department been covered recently? If not, let us know.

News You Can Use - health tips, fitness, general information.

Mark Your Calendar - events to remember.

Tips and Techniques - example of how a department or person improved their productivity.

Sports Beat - any sporting event.

Please check one.
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

Please fill out completely.

Your Name: ______________________
Title: ______________________
Company/Department: ______________________
Address: ______________________
City/State/Zip ______________________
Country ______________________
Phone: ______________________
E. Mail: ______________________
Description: ______________________

IDG

WORLD

VOLUME 17, NUMBER 12 MARCH 23, 1987 *update*

Industry Issues Debated at IDC Briefing Sessions

For the twenty-second consecutive year, IDC's senior analysts were on the road again providing their perspective on the future of the information technology industry.

This year's tour took them to four U.S. cities: Boston, New York, Washington, and San Jose.

IDG Chairman **Patrick McGovern** opened the session welcoming attendees by providing a brief overview of the industry. **Carl Masi**, IDC chairman and CEO, followed with an introduction to the day's program.

Will Zachmann, IDC's corporate vice president of research, opened with his provocative analysis of the state of the industry. He emphasized that we are in a period of transition from traditional mainframe and minicomputer dominance to the second generation of information systems controlled by distributed microprocessors.

As the industry enters its third year of marginal growth, **Dave Moschella**, IDC vice president of systems research, provided his analysis of the industry downturn

(Continued on next page)

The Future According to Zachmann

Four years ago **Will Zachmann's** Information Industry Predictions were conceived to add "a bit of drama" to IDC's Annual Briefing Session program.

Today audiences are eager to hear his prognostications, purposely left until the end of the day's program. Zachmann's predictions are in such demand that organizers use them to ensure attendees fill out and return their evaluation forms -- in exchange they receive a hard copy of his speech.

"These predictions are certainly intended to identify likely occurrences over the next year or so. Equally, if not more importantly, however, they aim to identify the key directions from which basic change in the industry is coming. They are meant to be fingers pointing in the likely directions from which the spirits of the future will manifest themselves," commented Zachmann.

(Continued on next page)

Industry Issues Debated at IDC Briefing Sessions

(Continued from previous page)

and his prognosis for the future. This market overview was supported by the latest results from IDC's mainframe, minicomputer and PC buying intentions surveys. Moschella also reviewed the industry's 1986 market performance.

Competitive Dynamics

Kim Myhre, IDC vice president, communication services, took a close look at the competitive dynamics of the communications industry in the wake of the flood of new technological options for communications network development. He reviewed some of the emerging players, as well as the changing strategies of traditional communications suppliers.

Given the increasing emphasis on the international market for information processing technology, **Jack Hart,** IDC vice president, international services, presented a timely review of the global computer market. Market summaries for Western Europe, Canada, the Asian/Pacific Region, and Japan were highlighted as well as the strategies that U.S. vendors interested in entering these markets should consider.

Changing PC Standard

Aaron Goldberg, IDC vice president, microcomputer services, began the afternoon sessions with his analysis of the first major change in the PC standard. Goldberg examined the effect of new DOS implementations on emerging markets; provided IDC's traditional outlook for the major vendors; took a look at the "up and coming" suppliers, and gave his view of market share for this critical sector of the industry.

IBM's strategic outlook over the next five years was provided by **Frank Gens**, IDC vice president, technology management research. Gens emphasized that the fall 1986 announcements of the 9370 processor and graduated software pricing are part of IBM's offensive in the distributed systems arena. He analyzed this trend and its impact on IBM's large systems business, as well as IBM's approach to "margin vs market share" decisions, the "standards challenge", and future product strategies.

DEC Challenges IBM

Bob Randoph, director of IDC's DEC advisory service, shared his view of the coming clash between the industry's latest rising star and IBM. Randolph provided insight into the "Digital Challenge" through an examination of DEC's corporate strategies, products and industry position.

In the grand tradition of the ancient shamans, **Will Zachmann** closed this year's Briefing Session with his much anticipated predictions for the coming year. (*See cover story.)*

Response from conference attendees in each of the four cities was enthusiastic with many intriguing question and answer sessions.

According to Briefing Session organizer, **Carol Spach**, "Each location poses its own logistical challenges. This year's events were relatively trouble-free and played to very receptive audiences. Early responses from the evaluation forms are quite positive."

IDC's analysts can expect to be on the speaking circuit again in May and July when they embark on the European and Asian Briefing Session tours.

The Future According to Zachmann

(Continued from previous page)

The 1987 information industry predictions:

A fast ramp for Intel 386-based products

"...the 386 will very rapidly begin to be a major factor in system sales, regardless of whether or not software to take advantage of its full capabilities is available."

Growing use of micros in real applications

" Micros offer a more flexible and far less expensive platform than traditional systems for an increasingly wide range of applications that would automatically have gone on mainframe and minicomputer systems in the past."

Distributed relational DBMS alternatives rev up

"A key element is the growing commercial availability of relational data base management systems and the likely emergence of structured query language (SQL) as an industry standard."

Will Zachmann delivers his provocative information industry predictions.

New chips will help make high resolution graphics a hot item

"...there is more to the picture than just newer more powerful graphics chips. More powerful monochrome and graphics monitors from vendors like NEC, Wyse, and Mitsubishi at lower prices are also important."

PC LANS will begin to pose a challenge to multi-user systems

"Networked personal computers supplemented by sufficiently capable network servers are in principle capable of doing everything that traditional multi-user and minicomputer systems have been able to do."

DEC's winning streak continues

"...competitors hoping that DEC will self-destruct over the next year are hoping in vain."

Rougher seas for some key PC software vendors

"...the big vendors are increasingly moving toward territory previously occupied by each other in their quest for continued rapid growth. Playing this kind of zero sum game necessarily means that somebody has got to lose."

Brighter prospects for UNIX

"However imperfect in certain aspects, UNIX is the only game in town for newer workstations, multi-user system products built on a microprocessor foundation, and for many network server products."

IBM clone/compatible vendors to do just fine, thank you

"...IBM will succeed in Balkanizing the personal computer system market leaving plenty of business to the compatibles..."

Microsoft *WINDOWS* proves to be a winner

"...Windows is by far the most likely route to a graphical interface on MS-DOS/PC-DOS systems. It may be that IBM will endorse Windows fully...but I think Windows will be a winner whatever IBM does."

U.S. protectionism gets worse as presidential elections loom

"U.S. protectionism is going to get worse rather than better. Pressures to extend tariff barriers from chips to subassemblies and systems will grow. Consumers, world trade, and economic rationality will suffer in the process."

DEC/Apple synergy becomes a notable theme

"...we will be seeing numerous examples of the developing synergy between the Apple Macintosh and the DEC VAX worlds. Instances of such synergy will be brought about by users and third-party vendors."

Still no light at the end of IBM's tunnel

"IBM will have a flat year showing no significant signs of improvement by the end of 1987. I would not be surprised if IBM's financial performance in 1987 ends up making 1986 and 1985 (both down years) look like the good old days."

News of Note

LINK Names New Vice Presidents

Consumer Technologies Division Makes Appointments

Andy Bose was recently promoted to vice president of the Consumer Technologies Division at LINK and is now responsible for management and coordination of all activities of the Consumer Technologies Division. His responsibilities include market research, consulting, client servicing, and developing new business ventures. Under Andy's guidance, during 1986 the division has significantly enhanced its client base revenues and profitability.

During his tenure at LINK, Andy has established LINK as a leading source of information for consumer PC markets. He has been quoted regularly by the press, spoken at many industry conferences, written several articles and research reports, designed and implemented the national annual consumer survey for tracking consumer electronics industries, and identified new areas of growth, both in the domestic and international markets.

Prior to joining LINK, Andy spent several years with the corporate planning group at Litton Industries' Business Systems Division. Andy holds an undergraduate degree in market research/statistics from the University of Iowa, and a MBA from the University of Texas at Austin.

Ten Year LINK Veteran Promoted

Margaret T. "Peggy" Fischer was recently promoted to vice president of Electronic Information Practice at LINK. Peggy will direct the creation and delivery of LINK's products and services, assisting organizations concerned with the delivery of information content services in electronic form.

During the last ten years at LINK, Peggy has directed research for LINK's first multi-client study, created the predecessor of the Electronic Information Report, and founded what is today the Electronic Information Program (EIP). Most recently, she has been instrumental in building EIP into LINK's largest program, concentrating on directing client services for the program.

Prior to coming to LINK, Peggy's career included reportorial, editorial, and business and technology management at Time, Inc., Xerox Corporation, the American Society for Information Science, and her own consulting firm.

Bernell Wright to Head LINK's Electronic Communications Practice

Bernell E. Wright was recently promoted to vice president of Electronic Communications Practice at LINK. Bernell will now be responsible for the delivery of consulting and advisory services in the area of electronic communications systems and services, including LINK's traditional practices in videotex and new communications services.

During his five years at LINK, Bernell has led the company's videotex industry client services and consulting activities. Since 1985 he has served as director of client services for both the videotex planning service and new communications services programs. Bernell combines this experience with a background in the management of market research and new technology and services planning for companies, including Young & Rubicam, Opinion Research, Xerox Corporation, and GTE, and holds a MBA in market research.

Gail Odeneal Named Group Director

Gail Odeneal was appointed group director, database development within the Global Data Resources unit of International Data Corporation.

Gail's responsibilities include: overseeing the survey design, data collection, data entry, and related actvities for the user datafile, research file, and other related IDC datafiles; implementation of international standards across all aspects of IDC's data development; identification and implementation of joint ventures as IDC further expands its database capabilities; and identification and implementation of IDG-wide database initiatives.

After a brief hiatus in the list management business, Gail is returning to IDG. For the past three years she was corporate director, direct marketing services, with CW Communications' in-house direct marketing agency.

More News From LINK

Upcoming Speaking Engagements

Los Angeles

Steve Sieck, vice president, Electronic Services Group, will be speaking at Optical Information Systems West in Los Angeles, CA on March 26.

Berkeley

Anne Wujcik, director of TALMIS, will speak at the Software Publishers Association Conference in Berkeley, CA on March 26.

Las Vegas

Mark Winther, director of New Communication Services, will speak at Interface '87 in Las Vegas, Nevada on April 1.

New Phone Number

Effective immediately, LINK's new phone number is (212) 627-1500.

Update Welcomes Contributing Editor

The previous news items were submitted by **James Warmack** and bring our readers up-to-date on recent events at IDC subsidiary, LINK Resources.

Warmack will be contributing throughout the year. The editors of *IDG Update* welcome such contributions from IDG, CWCI, and IDC staff from around the world. If you are interested in contributing on an on-going basis, or if your division or department has news you would like to share, please contact Jean Kane at IDG, 617-875-5000 or through the IDG Update E-mail box.

New Offices at 5 Speen Street for Corporate Team

CWCI's corporate headquarters group relocated on March 13 to 5 Speen St., (second floor) Framingham, MA.

Marion Kibbee, CWCI's Vice President of Corporate Services, organized the move with the help of **Karen Elliott, T Love, Debbie Waters**, and **Lee Rudenauer**. The group was fully operational by the following Monday morning. "Everything went smoothly. Our furniture and packing crates arrived on time and, thanks to **Jane Creighton, Jeff Cordeiro**, and **T Love** our phone and computer systems were up and running on schedule," commented Marion.

Those who have relocated are:

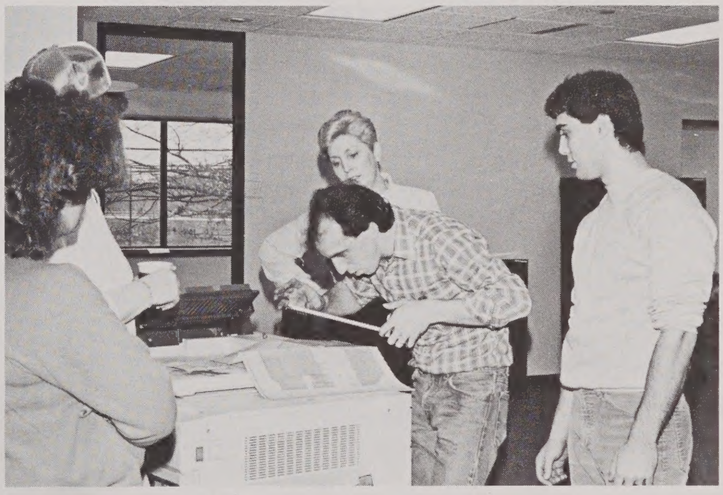
Axel Leblois - extension 802
Marion Kibbee - ext. 800
Steve Woit - ext. 806
Mark Sullivan - ext. 807
Brenda Fischer - ext. 809
Virginia Forster - ext. 810
Jeff Cordeiro - ext. 808
T. Love - ext. 813
Debbie Waters - ext. 804
Karen Elliott - ext. 812
Lee Rudenauer - ext. 814
Karen Young - ext. 591
Sharon Frederick - ext. 594

Special thanks to Chris McGrath, John Boiardi, Paul Bonarrigo of CW/Framingham who spent their weekend assisting the group in getting settled.

The group can be reached at the same phone number 617-879-0700. Their fax number is 617-875-5981. Mail will continue to be received at 375 Cochituate Road.

Welcome to your new home!

CWCI's corporate group presses on!



Marion Kibbee and Chris McGrath look over floor plans.

Lee Rudenauer answers the phone at CWCI's new corporate offices.

Axel Leblois and Marion Kibbee discuss plans for their new office space.

IDC DataFile Plans Growth in '87

The Data Resources Group has just released their statistics on the February release of the U.S. and International DataFiles.

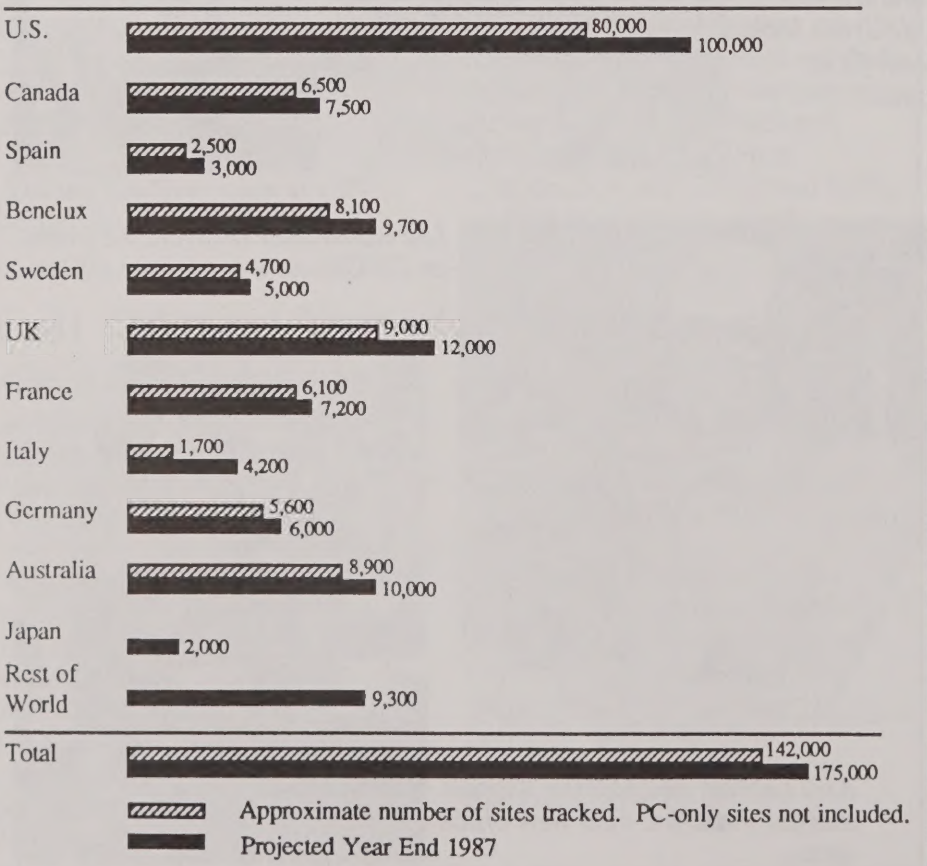
Of the 82,000-plus non-PC sites within the U.S. file, 86% are current within the last 12 months. Current expansion plans are underway in the VAX area using information obtained from *Digital News* circulation database. Other new lead activities are slated which will identify an additional 5,000 to 10,000 key sites.

The International Files are approximately 60% current within one year. Major update and new lead campaigns are being planned for both Germany and Japan.

"The Data Resources Group is working aggressively to achieve three main goals during 1987. The first is to increase the sales of the computer installation database files from 1986. The second is to enhance the corporation's research capability and to develop marketable new products with the IDC Research File and Buying Intentions Program. The third is to provide a more useful and responsive source of information for internal needs throughout the corporation. High quality data collection, enhanced data processing, aggressive sales and marketing, and continued corporate support will allow us to achieve these goals and set higher standards for 1988 and beyond," noted **Paul Earl**, President of IDC's Global Data Resources Group.

Number of Computer Installation Sites IDC Currently Tracks

Number of Computer Installation Sites IDC is Projected to Track by Year End, 1987



Anniversaries

One Year

Michael Fahey - CW
James Brown - CW
Phyllis Wishnie - CW
Michael Sullivan-Trainor - CW
Karen Young - CW

Two Year

David Bradway - IDC
Nancy Canning - PCWCI
Geoffrey O'Connell - CW
Mary Petrosky - CW
Paul Statt - CW/P

Three Year

Christopher McGrath - CW
Teresa Hoffman - CW
Dennis Christensen - CW/P

Seven Year

Marlene Stibal - DNP

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; OnTyme mailbox: IDG. WORLD UPDATE

IDG
WORLD
VOLUME 17, NUMBER 13 MARCH 30, 1987 update

Computerworld Korea newest publication to target MIS readers

Computerworld Korea was launched this month as a broadsheet weekly. An agreement was signed between CWCI and *The Electronic Times,* a Korean electronics newspaper, to publish *Computerworld Korea* as well as *PC World Korea* on a monthly basis.

"The Korean market was growing rapidly," said **Alan Power**, vice president Asia/Pacific Region. "But more important perhaps is Korea's status as a manufacturing resource to the world's computer markets and as a very efficient, low-cost producer of personal computers," commented Power.

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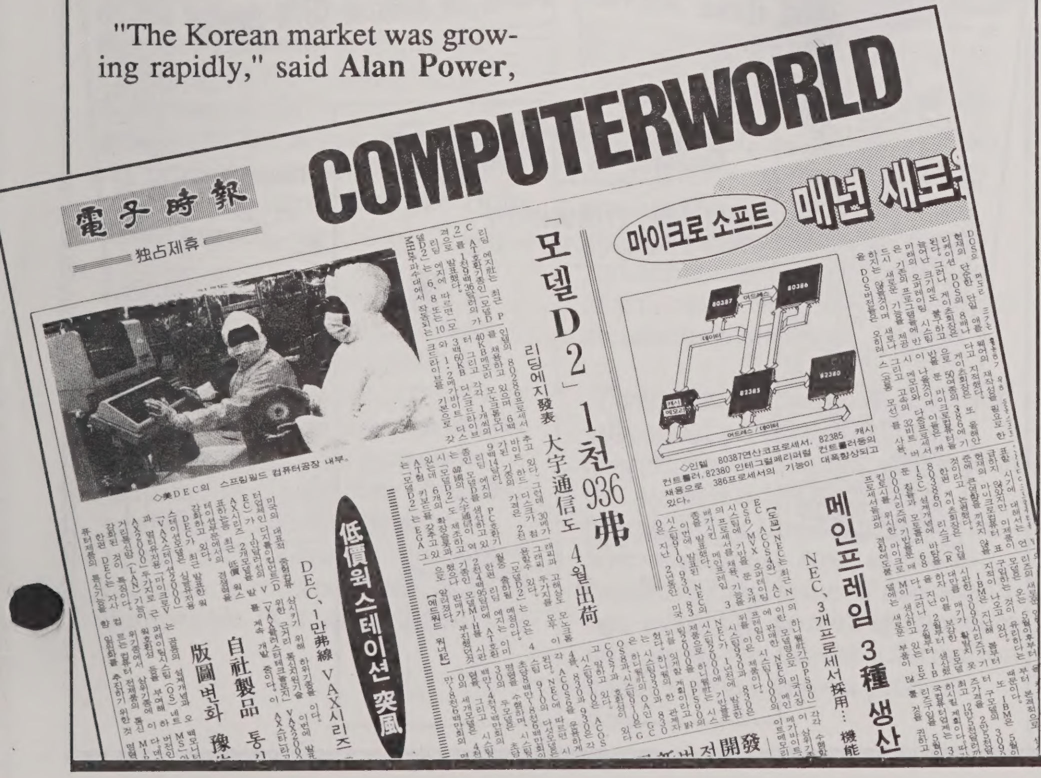


電子時報

独占제휴

COMPUTERWORLD

마이크로 소프트 매년 새로

「모델D2」1천936弗

리딩에지發表 大宇通信도 4월出荷

◇美DEC의 스프링필드 컴퓨터공장 내부.

◇인텔 80387연산코프로세서, 82385 캐시 컨트롤러, 82380 인테그럴메모리컨트롤러 채용으로 386프로세서의 기능이 대폭향상되고 있다.

메인프레임 3種 생산

NEC、3개프로세서採用… 機能

低價워스테이션 突風

DEC、1만弗線 VAX시리즈

自社製品 통

版圖변화 豫

Computerworld Asia is building business

Computerworld Asia operates with a full time staff of twelve in Hong Kong and four in Singapore, they are supported by a loyal team of free-lance correspondents in the region's other main countries.

The group produces seven products, accounts in two currencies, and keeps track of six different sets of display advertising rates. The staff comes from at least six distinct ethnic groups. While English is their "official language," much of the day-to-day business (in Hong Kong) is conducted in Cantonese.

Computerworld Asia started operations in February, 1984, publishing a fortnightly tabloid newspaper initially called *The Asian Computerworld* The operation was then based in Singapore, with a branch office in Hong Kong.

The Asian Computerworld circulated throughout what is generally known as "the Asian region," Hong Kong, Singapore,

Continued on next page

Computerworld Korea newest publication to target MIS readers

Continued from previous page

Exports of computers and peripherals would rise from $US 700 million to $US 900 million this year. The most successful models were Daewoo's Leading Edge IBM-compatible PC and Hyundai Electronic's Blue Chip.

Power said demand for Korean manufactured low-end telecommunications equipment would grow significantly this year. "Last year Korea exported telephones worth $US 125 million," he said.

Establishment of *Computerworld* in Korea was part of a double-pronged strategy to service the Korean users of computers from mainframes to PCs, as well as provide daily news input into CWCI's online news network .

"It is important for our 80-plus publications within CWCI worldwide that they carry important Korean news as it happens, since Korea's impact is being felt in almost every developed market," said Power.

Computerworld Asia is building business

Continued from previous page

Malaysia, Indonesia, the Philippines, and Thailand.

Operation expands

In 1985 the paper divided into two editions, one for Hong Kong and the other for the Southeast Asian countries. The front page and various other news pages were different in each edition, but 70% or more of the paper was common to both editions. It was a first step in tailoring the news content to fit the diverse interests of readers 2,000 miles apart.

Later that year, the process was taken a step further by designating the northern edition *Computerworld Hong Kong* and the southern edition Southeast Asia, with banners in different colors. They were each given separate identities while, in fact, both were assembled and printed together in Singapore.

Publications go weekly

In 1986 the separate identities were consolidated in a redesign. The regional head office moved to Hong Kong, with the Singapore office retained as a branch. At this point, production of the two papers was shifted to Hong Kong, but printing stayed in Singapore. A bimonthly called *Communications World* was introduced, with a regional circulation.

In March, 1987, both *Computerworld Hong Kong* and *Computerworld Southeast Asia* went weekly in order to better serve readers' needs and to capture recruitment advertising, a key source of revenues for the future. The bulk of the paper is produced in Hong Kong, and the Hong Kong copies are printed there. The page films are then couriered to Singapore, where the

COMMUNICATIONS WORLD

Message switch market in HK 'is worth $3m'

Fax, telex movin into data service

Shenzhen tops IDD

Patrick gets FCC

Comms for Shanghai

SOUTHEAST ASIA Computerworld

THE NEWSPAPER FOR THE ASIAN COMPUTER COMMUNITY

Bank to install IBM 3090

United Overseas Bank plans DB2 information centre, keeps NCR mainframe

istributed DP

tomer data system

COMPUTERWORLD

世界ネットワークをもつコンピューター情報紙

1987 2.2

IBM3090の性能価格比を28%向上させたEモデル登場

THIS WEEK

マーケット・スタディ

昨年1年間で23台のIBM3081K中古機が設置

Singapore staff assembles their own front page and selected news features prior to printing the Southeast Asian paper in Singapore.

Extra pages carrying local advertising (as distinct from the more expensive regional advertising) are added into the center of the Hong Kong paper. These include classified advertising, currently running at four pages per issue.

Although the two papers carry issue dates five days apart, the Singapore printing schedule will be tightened up so that they appear simultaneously. Later this year, the Singapore classified advertising may be introduced into the Southeast Asian paper on a trial basis.

Future plans

This year *Communications World* will be a bimonthly in Hong Kong only. A new bimonthly, *PC Review*, will also circulate in Hong Kong.

In Southeast Asia the weekly regional paper is complemented by the following local bimonthlies: *Computerworld Malaysia*, *Computerworld Indonesia*, and *Computerworld Singapore*. The group also has a desktop publishing project in the works which may later be introduced into Hong Kong as well.

Coordinating the work of the two offices has made CW Asia very conscious of technological benefits. For instance, as early as two years ago the group installed fax machines to enhance communication capabilities. And last year the circulation department moved their operation in-house -- it currently runs on a part of IBM-compatible PCs under dBase III.

News of Note

Macworld rushes April issue for Open Mac announcement

MACWORLD
The Macintosh Magazine
April 1987 $3.95
Canada $4.95
OPEN!
Macintosh II– More Speed, More Memory, More Storage– and Color
Over 40 New Products– Color Monitors, Huge Disk Drives, Network Solutions, MS-DOS, UNIX, New Applications

The editors and staff of PCW Communications' *Macworld* put in long hours and extra effort to prepare the April issue of the magazine in time for the March 2nd announcement of the Apple Macintosh II and SE -- both open architecture machines.

Over three thousand of the most influential professionals in the Macintosh marketplace gathered at the AppleWorld Conference March 2-3 in Los Angeles for the announcement. And, as promised, the April issue of *Macworld* was available, providing attendees with up-to-the-minute information about Apple's newest product line.

The issue totalled 242 pages with 143.91 in ad pages and featured a special wrap around cover of the MAC II designed by Art Director **Chris Burg**.

Aproximately 60-70 people company-wide were under non-disclosure during the production of the issue. Security was so tight that the magazine was shipped directly to Los Angeles, covered in brown wrappers to ensure that no one saw the issue before its March 2nd release.

Leaving nothing to chance, members of the magazine's staff met the delivery truck and manu-

Continued on next page

Macworld rushes April issue for Open Mac announcement

Continued from previous page

ally distributed the issues. Since the conference took place in four different hotels, **Cindy Ramsey**, southwest account manager, **Lila Villarreal**, and **Dean Tiliakos** had their hands full unbundling and hand delivering the issues to each location.

"We did it the hard way. Our devoted and dedicated staff made a very important issue of *Macworld* the best it could be," said **Jerry Burrell**, editor of the publication. "Many gave up their Christmas holiday vacation to devote time to producing the best coverage possible."

David Yushigima, technical editor; **Adrian Mellow**, features editor; **Lon Poole**, contributing editor; **Don Farber** news editor; and **George Clark**, director, single copy circulation, helped make the issue a tremendous success.

On the production end, **Herb Linden**, vice president of production, and his team kept things running smoothly. Thanks to **Lee Trevino**, senior production manager, **Jane Boyer**, production coordinator, and **Rosanne Reynoso**, production assistant, the issue made it to Los Angeles on time. "Despite delays at the airport with our shipment being bumped by the U.S. Mail the magazine arrived in plenty of time," commented Herb Linden.

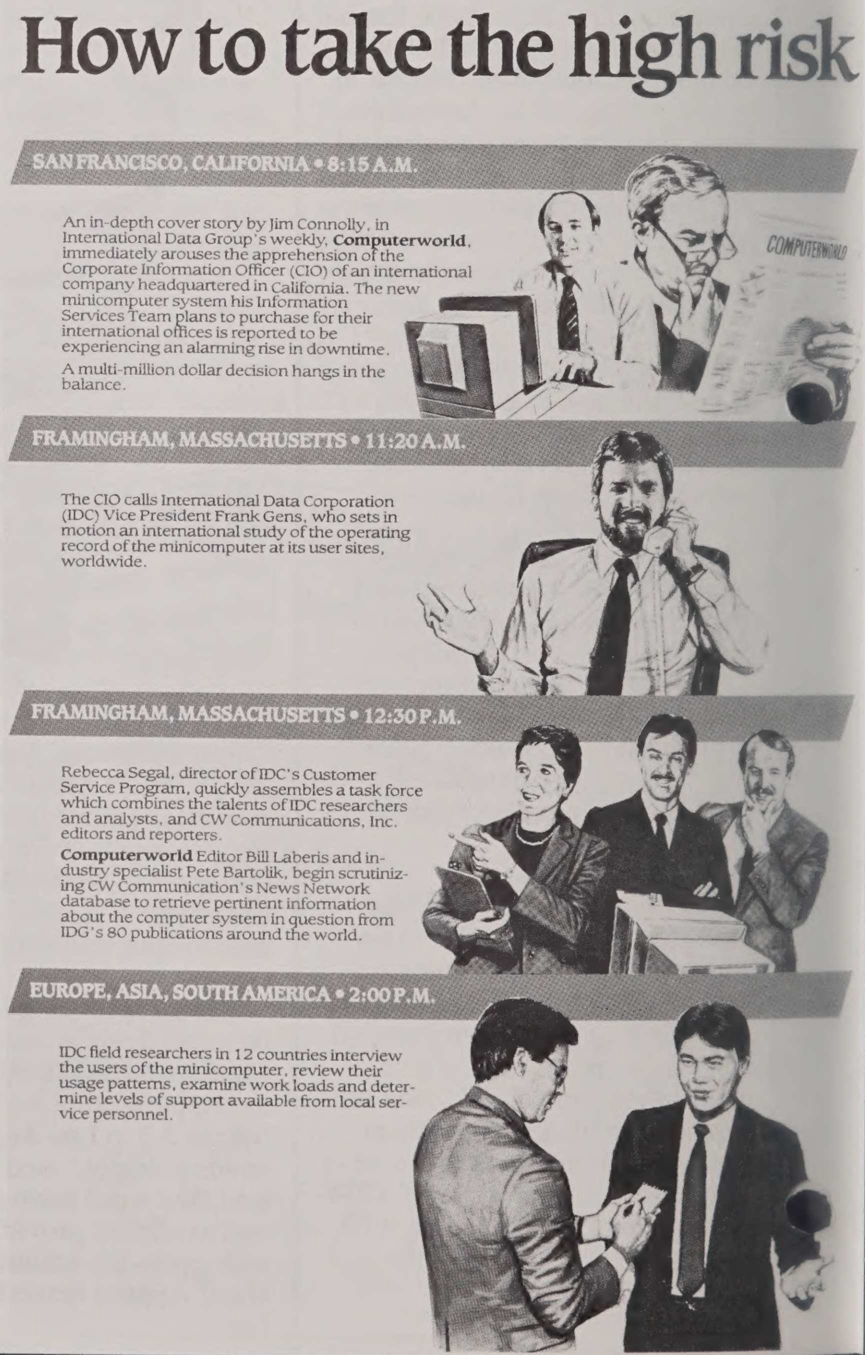
"We've seen an upturn in the Macintosh marketplace beginning last fall. This most recent announcement signifies that the Mac is meeting the corporate standard and has gained the support of the business marketplace," commented **Larry Hildebrand**, national advertising manager, *Macworld.*

Second advertisement in IDG's corpo

The second advertisement in IDG's corporate advertising campaign breaks March 30th, and will run for six weeks thereafter in several CWCI publications. [See illustration below.]

This ad is designed to provide a powerful impression of how IDG can help chief information officers of global companies make the right decision when they make multi-million dollar technology purchases.

The ad scenario opens in California when a CIO happens to read a highly critical article in *Computerworld* about the minicomputer system he is about to purchase to provide an information link among his international offices.



How to take the high risk

SAN FRANCISCO, CALIFORNIA • 8:15 A.M.

An in-depth cover story by Jim Connolly, in International Data Group's weekly, **Computerworld**, immediately arouses the apprehension of the Corporate Information Officer (CIO) of an international company headquartered in California. The new minicomputer system his Information Services Team plans to purchase for their international offices is reported to be experiencing an alarming rise in downtime.

A multi-million dollar decision hangs in the balance.

FRAMINGHAM, MASSACHUSETTS • 11:20 A.M.

The CIO calls International Data Corporation (IDC) Vice President Frank Gens, who sets in motion an international study of the operating record of the minicomputer at its user sites, worldwide.

FRAMINGHAM, MASSACHUSETTS • 12:30 P.M.

Rebecca Segal, director of IDC's Customer Service Program, quickly assembles a task force which combines the talents of IDC researchers and analysts, and CW Communications, Inc. editors and reporters.

Computerworld Editor Bill Laberis and industry specialist Pete Bartolik, begin scrutinizing CW Communication's News Network database to retrieve pertinent information about the computer system in question from IDG's 80 publications around the world.

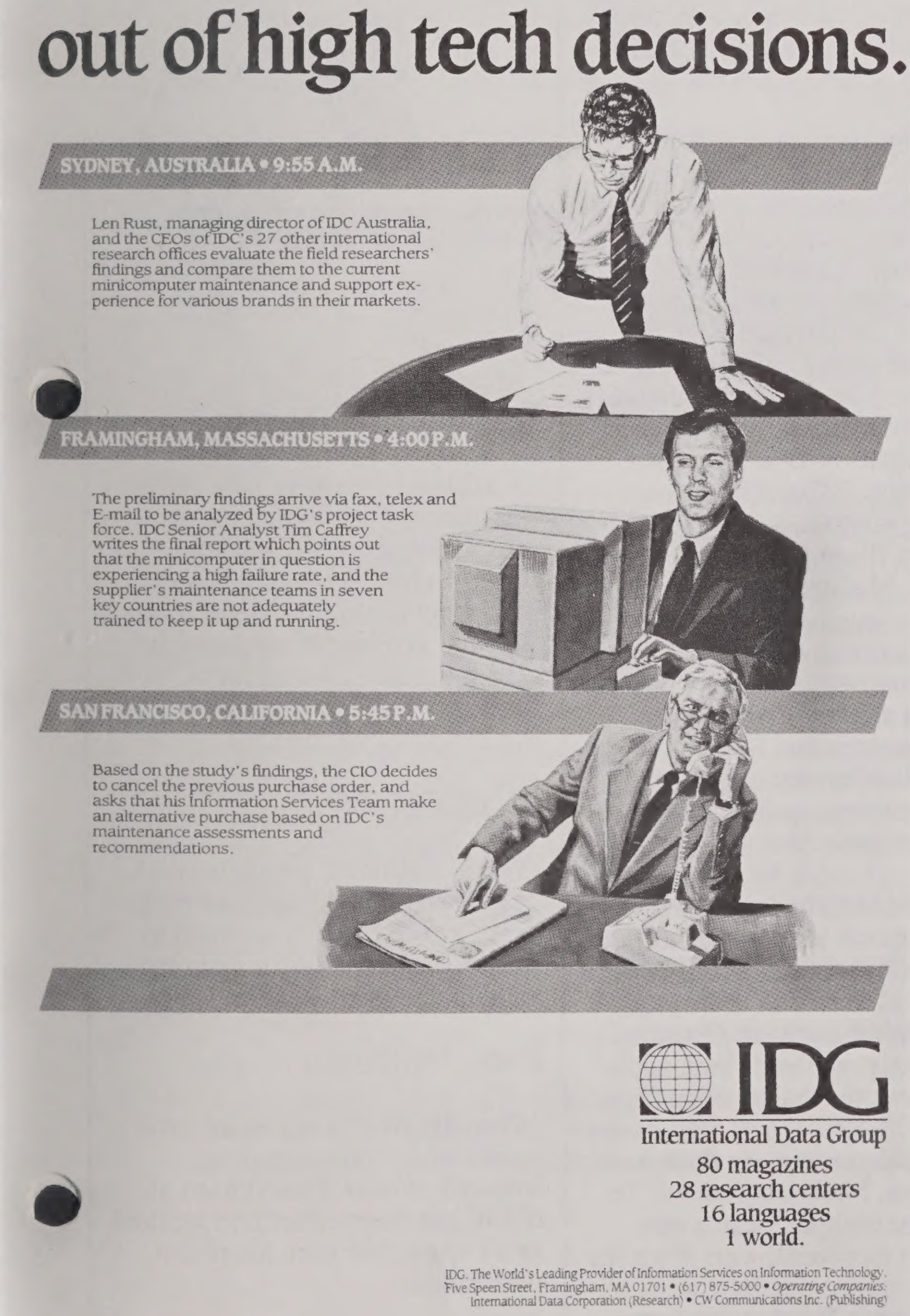
EUROPE, ASIA, SOUTH AMERICA • 2:00 P.M.

IDC field researchers in 12 countries interview the users of the minicomputer, review their usage patterns, examine work loads and determine levels of support available from local service personnel.

orate advertising campaign

As the story unfolds, the CIO quickly calls for global analysis from IDC, and, within hours, a CWCI/IDC team is working around the world and around the clock to determine whether or not the recommended system really represents the most effective solution to his global communication problem.

"Our objective with this campaign is to illustrate clearly the critically valuable service we provide our readers and research clients," states IDG's Director of Corporate Communications **Glenda Cudaback**. "When chief information officers are faced with multimillion dollar purchasing decisions which have global ramifications, there is no other company on the planet except IDG that can give them the kind of information and guidance they need."



out of high tech decisions.

SYDNEY, AUSTRALIA • 9:55 A.M.

Len Rust, managing director of IDC Australia, and the CEOs of IDC's 27 other international research offices evaluate the field researchers' findings and compare them to the current minicomputer maintenance and support experience for various brands in their markets.

FRAMINGHAM, MASSACHUSETTS • 4:00 P.M.

The preliminary findings arrive via fax, telex and E-mail to be analyzed by IDG's project task force. IDC Senior Analyst Tim Caffrey writes the final report which points out that the minicomputer in question is experiencing a high failure rate, and the supplier's maintenance teams in seven key countries are not adequately trained to keep it up and running.

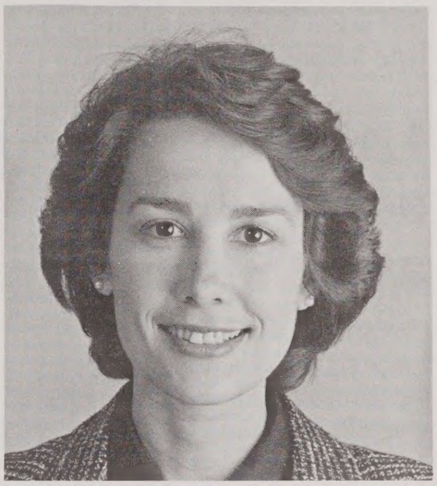
SAN FRANCISCO, CALIFORNIA • 5:45 P.M.

Based on the study's findings, the CIO decides to cancel the previous purchase order, and asks that his Information Services Team make an alternative purchase based on IDC's maintenance assessments and recommendations.

IDG
International Data Group
80 magazines
28 research centers
16 languages
1 world.

IDG. The World's Leading Provider of Information Services on Information Technology.
Five Speen Street, Framingham, MA 01701 • (617) 875-5000 • *Operating Companies:*
International Data Corporation (Research) • CW Communications Inc. (Publishing)

Eyler named corporate director IDG Marcomm Group



Jane E. Eyler has been appointed corporate director of direct marketing services for the newly formed IDG Marcomm Group. The IDG Marcomm Group provides marketing communication services, including market research, direct marketing, and sales promotion primarily to member companies within IDG, including CW Communications/ Inc. and International Data Corporation.

Eyler's responsibilities entail directing the overall activities of the direct marketing department, including strategy development, direct mail production, creative development, and list management.

Prior to joing the Marcomm Group, Eyler was a director of account management at Epsilon in Burlington, MA. During her nine-year tenure at Epsilon, Eyler designed and executed numerous marketing campaigns. She specialized in developing client databases and using them for sophis-

Continued on next page

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ticated targeting and upgrade techniques.

She holds a bachelor of arts in political science from Goucher College, Towson, Maryland. After graduation, she worked for a year as a VISTA volunteer, then returned to Goucher to become assistant director of admissions. She spent three years at the college before joining Epsilon.

Laberis addresses DP association

Computerworld Editor **Bill Laberis** provided a glimpse of the future of information systems in a talk presented to the Kentuckiana Data Processing Association's Annual Dinner. The 300-plus organization consists of members of the DPMA, ACM, ASM, IEEE, and EDP Auditors Associations.

The major thrust of the speech focused on the concept that the coming generation of information systems will radically change the environment in which MIS operates, where traditional minicomputers and mainframes assume an almost subordinate role to clusters of networked micros linked by file servers. Laberis drew material from IDC Vice President for Corporate Research Will Zachmann's 1987 Briefing Session speech.

"The role of MIS, particularly as it relates to the dispersion of microcomputer technology throughout the organization, will be one of intense involvement in the lives of end users, " Laberis told the audience. "As they seek, even demand, greater access to corporate data files, you must see to it that their needs are met, while protecting the integrity and sanctity of the data."

Receptionists receive floral accolades for performance

The receptionist's role is crucial to the successful operation of any business. The efforts of good receptionists in the IDG family have not gone unnoticed by the Chairman's office. **Patrick J. McGovern** has periodically demonstrated his appreciation for receptionists' excellent job performance by sending flowers.

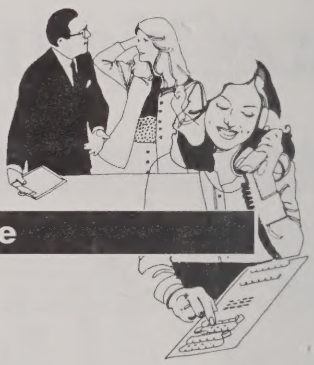
Pat recently rewarded **Nell Talbot**, then a receptionist at *Federal Computer Week*, and now the assistant to Publisher **Fritz Landmann**, for her helpfulness and knowledge of the company's operations. At the time Nell answered the phone call, she had absolutely no idea that her effectiveness would eventually win her a large bouquet of flowers with a card reading, "Thanks for your enormous contribution to *Federal Computer Week*," and signed Patrick J. McGovern.

Fritz Landmann was very pleased to receive a memo from Pat, in which Pat remarked that Nell was "very well informed about company operations, quite pleasant, and enthusiastic."

Delighted with her recognition, Nell was quick to mention her prize in conversation with **Fran Parsons** of IDC's Washington office. To her surprise, Fran had also recently received floral accolades from the Chairman's office.

In a thank-you note to Patrick McGovern, Nell commented, "In what other company can a new employee receive flowers from the chairman during the first week of employment? This has given me greater inspiration to do my part to help *Federal Computer Week* be all that it can be."

Many other receptionists have also received flowers from the Chairman's office, including **Debbie Thistle** of IDG, **Kathy Girard** of PCWCI, **Mary Rinaldo** of CW/Framingham, **James Warmack** of LINK and **Carol Lange** of CW/Chicago.



People

Kathleen Roberts

Kathleen Roberts was recently appointed sales assistant at *inCider* magazine. Kathleen comes to *inCider* with a broad background of senior level administrative assistant experience, including sales assistant for McGraw-Hill Publishing's *Electronics* magazine.

Gina Salaices

Gina Salaices, previously a sales assistant with *inCider* magazine, was recently promoted to sales representative for that magazine in the northwestern states.

Pete Hoffman

Pete Hoffman has been promoted to associate editor at *Network World*. Pete started at *NWW* last September and worked as a copy editor until his recent promotion.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 13 MARCH 30, 1987

MARKET ANALYST - PC STORAGE

IDC in Framingham is looking for a market analyst for the peripherals research group to conduct research projects on storage devices for personal computers. An understanding of the market for PC's, the ability to use personal computers, and excellent written and oral communications skills are necessary. A knowledge of disk and tape drives is helpful. Contact Department DV IDC, P.O. Box 9015, Framingham, MA 01701.

FACILITIES COORDINATOR

CW/Framingham has an opening for a facilities coordinator in the facilities department to be responsible for the coordination of all facilities related projects under the direction of the facilities manager. A knowledge of the mailcenter, dock area, and maintenance is required. Candidate should be reliable, well organized and have an eye for detail. Word processing experience is a plus, as this position is responsible for all reports that are generated through the department. Contact Rick Ciliberto, (617) 879-0700 x290.

ART DIRECTOR

The IDG Marcomm Group in Framingham is looking for an art director to join the sales promotion department of an established marketing services agency. The fast-paced environment requires considerable attention to detail and the ability to simultaneously direct any number of projects. Candidate must be able to work effectively with in-house account executives, copywriters, and photographers; outside typesetters and freelancers; and an expanding list of clients. Responsiblities also include executing all phases of the production of advertisements and collateral materials - preparing designs and comps, specing type, and pasting up camera-ready mechanicals, as well as locating and supervising free-lance art suppliers, supervising photo shoots, and developing creative strategies with copywriters and account executives. Two to four years of art direction experience, preferably at an advertising agency or in-house agency, and a college degree or equivalent are required. Send three samples of your best work along with your resume or a detailed letter to Liz Johnson, Corporate Director of Sales Promotion, The IDG Marcomm Group, 375 Cochituate Road, Box 9171, Framingham, MA 01701.

AUDIO/VIDEO LIBRARY

The following tapes have been added to the IDG Employee Audio/Video Library:

The Psychology of Self Management
This time management film teaches the importance of organization. You will learn techniques to help organize your goals and increase efficiency for yourself and others.

How to Develop Top Performers
Become the person you want to be. Develop techniques to improve your own work performance and job satisfaction as well as those of your co-workers.

Memory, What's In It For Me?
Master the skill of remembering names, lists and facts to assist you in your dealings with customers and everyday situations.

How to Build a Success Attitude
Become more effective in negotiating with co-workers and clients by adopting a "Success Attitude" to help achieve your goals. Learn the power of the subconscious mind and how to make it work for you.

Employees interested in borrowing these tapes or any others in the IDG Video/Audio Library should contact Linda Bowes at IDG on x554.

CLASSIFIEDS

COTTAGE RENTAL
Cape Cod. Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. $450/week. Call evenings (617)877-3272.

MARK YOUR CALENDAR

April 23 - 24	CWCI Sales Training CW/Framingham Contact Linda Bowes IDG x554

Paula Zinck

Paula Zinck recently joined IDC's user business unit as the administrative assistant for the information systems planning research group, which produces the Systems and Peripherals Technology Service, Software Technology Service, and the Information Systems Acquisition Services.

Paula will play a key role in tracking the flow of research bulletins and reports to clients, keeping the client inquiry database up to date, recording changes in client status, and providing secretarial assistance to analysts. Previously, Paula worked in the controller's office at IDG.

Nancy Merritt

Nancy Merritt, circulation director for *Computerworld*, recently joined the Business Publication Industry Committee. She and 12 other business publication professionals study and recommend subjects pertaining to business publications for consideration by ABC's Board of Directors.

Juergen T. Reischl

CW/Germany welcomes to its ranks **Juergen T. Reischl**, the new Financial Controller for Central Europe. Mr. Reischl brings 10 years of experience with the auditing company, Deloitte, Haskins and Sells and a degree in business from the University of Munich. Mr. Reischl can be reached at CW's office in Germany by e-mail, CWCI J/REISCHL.

SearchLink enhances ability to scan related databases

Several easy-to-use database scanning features have been added to CWCI's online SearchLink Service.

SearchLink is a comprehensive electronic gateway that allows computer end-users to search information in over 800 commercially available databases through a single toll-free telephone number. To access SearchLink, computer users do not need subscriptions, passwords, or knowledge of complex search codes and languages. SearchLink users need only a computer with a modem and a major credit card to enter and scan a topic of their choice.

The new "scans" allow users to search several related databases including: a general computer information scan, computer research and technology scan, telecommunications scan, and computer industry scan. A business database scan that searches for company or competitive information is also available. Scans covering additional topics are planned for the future.

SearchLink, co-developed by CW/Communications and Telebase Systems of Narberth, PA, was launched on January 3rd, 1987, has been designed specifically for the readers of CWCI's numerous computer-related publications.

"The ability to scan several databases at once greatly simplifies the research process," said **Derek Hulitsky**, project director for SearchLink. "And it provides important reductions in the time and money needed to locate valuable information."

In addition to scanning databases, SearchLink users can search a database of their choice or allow SearchLink to determine the most appropriate database for their topic. SearchLink's menus target computer industry topics and computer information databases. Databases covering a spectrum of other fields, ranging from business to chemistry, and from law to medicine are also available.

A wealth of information from books, magazines, newsletters, reports, dissertations, conference proceedings, and other sources will be available through SearchLink's full text and bibliographical databases. A user searching full-text databases is shown up to 15 titles per search and may choose one for display. Bibliographic databases offer up to 10 citations per search and contain records that refer to other documents such as articles and books.

CWCI plans to add some of its own services to the currently available databases, such as product reviews from CWCI publications, publication bulletin boards, an electronic mail service to editors of CWCI publications, and eventually full-text of the CWCI family of publications.

Anniversaries

ONE YEAR
Bill Berghauer - IDG
Joanne Hoffman - PCWCI
Lori Ann Bragg - PCWCI
Hope Winslow - PCWCI
Abby Peterson-Young - CW

TWO YEAR
Richard Mikita - IDC
Stan Kolodziej - CW
Robyn Johnson - CW/P

THREE YEAR
Edward Acly - IDC
Steve Rees - IFW
David Sanders - CW
Jeffrey Glines - PCWCI

FOUR YEAR
Mary Lewis - IFW

FIVE YEAR
Cheryl Aleithe - CW
Lee Rudenauer - CW

SIX YEAR
Linda Dudley - LINK
Wayne Bloodworth - LINK

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St.,Framingham, MA 01701 USA. Telephone: 617-875-5000;Telex 95-11-66-651;On-Tyme mailbox: IDG. WORLD UPDATE.

Now Available...

Communication networks '87 seminar tapes capture provocative industry forums

Now available from the CW/Conference Management Group (CW/CMG) are over 80 audio and 10 video tapes of seminars presented by leading telecommunications authorities at its Communication Networks Conference & Exposition (CN'87) held February 9-12 at the Washington Convention Center, Washington D.C. CN '87 is the leading telecommunications trade show in the U.S. Over 1,000 exhibitors took booths at this year's event. The 1987 three-day conference agenda included more than 200 speakers and represented the largest and most comprehensive education forum in the world about telecommunications.

Among the subjects discussed in the tapes are "Telecommunications -- Its Place in the Corporate Strategy"; "The Business of Managing a Corporate Network"; and "Intercompany Networking."

"We think these tapes will be a valuable asset to any corporate training library," said CW/CMG President **William R. Leitch**.

The seminars feature noted experts such as: **Gerald H. Peterson**, director, corporate systems development for Ford Motor Company; **John Callahan**, managing director, Information Technology Research; **Bruce D. Smith**, president and CEO, Network Equipment Technologies; **Dr. Dixon R. Doll**, chairman, The DMW Group, Inc.; and **Dr. John M. McQuillan**, president, McQuillan Consulting. In addition, "Who's in the Hot Seat?" with Teleconnect Publisher **Harry Newton**, the industry's most controversial opinion maker, will be available.

The show's innovative "Town Meeting," a forum involving industry leaders **Robert Allen**, president and chief operating officer of AT&T, and **Peter Huber**, a highly respected consultant, is also on video tape.

This year's "Town Meeting" addresses the impact of the AT&T antitrust settlement on current communications policy. It also examines the affect the recent resignation of FCC Chairman **Mark Fowler** may have on deregulation. Participants include representatives from Pactel, Shearson Lehman Brothers, Inc., MCI Communications Corporation, and the Common Carrier Bureau of the FCC.

For more information, contact **Nancy Thayer** of the Conference Management Group at 617-879-0700 extension 434.

COMMUNICATION
NETWORKS
CONFERENCE & EXPOSITION
Washington, D.C./February 9-12, 1987
Box 9171/Framingham, MA 01701-9171/617-879-0700

IDG
WORLD

VOLUME 17, NUMBER 14 APRIL 6, 1987 update

Computerworld and IDC kick off series of national Breakfast Briefings

IDC research predicts strong growth for Digital Equipment Corporation during the next 18 months, but warned against DEC becoming over confident in the face of standardized products posing a threat that DEC is presently not equipped to meet.

These were two of the key points made at the first in a series of 28 national "Breakfast Briefings" cosponsored by *Computerworld* and IDC. The first session was organized for suppliers of DEC and DEC-compatible products at the Crowne Plaza in Natick Massachusetts. The event was attended by 80 industry professionals.

"Both *Computerworld* and IDC expect the briefings to be an important marketing tool. Attendees receive topical information on current information industry issues and we have an opportunity to meet with clients and prospects face-to-face to discuss the benefits of our products and services," commented **Janet Morita**, who coordinates the sessions for IDC.

(Continued on next page)

Federal Computer Week debuts in Washington, D.C.

Publication targets world's largest vertical market

The editors and staff of *Federal Computer Week* have received overwhelmingly enthusiastic coast-to-coast response to their first issue published March 23rd. Subscribers have been impressed with the quality of the presentation and the readability and relevance of the editorial. High production quality has prompted advertisers to say, "my ad has never looked better."

Federal Computer Week meets the needs of the largest vertical market in the world for information technology, the United States government. Today it procures technology worth $16.5 billion. This figure is expected to top $20 billion by 1989.

"It is critically important for us to bring news to a market ruled by the changing nature of both the federal procurement cycle, and fluctuations of the information technology industry itself. The key decision-makers we serve need a constant, reliable source of

(Continued on page 3)

Computerworld and IDC kick off series of national Breakfast Briefings

(Continued from previous page)

IDC's senior industry analysts cover important industry topics at the briefings. Each session is tailored to the state of the industry in the geographic territory where the session is held, and geared to subjects of specific interest to vendors in those areas.

"Response was enthusiastic," according to **Audrey Shohan**, who coordinates the briefings for *Computerworld*. "Our clients were impressed with the depth and quality of the information presented."

Breakfast Briefings topics now scheduled include: "Electronic Publishing & Office Automation"; "Systems Integration"; "Customer Service"; and "Storage."

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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Computerworld Asia's Staff

Computerworld Asia recently sent photographs of their Singapore and Hong Kong staffs.

Thank you for acquainting us with your group!

In Singapore

From left to right Winifred Chan, assistant editor, Veronica Drysdale, traffic manager, Dawn Kleinman, advertising manager, Abdul Rahman bin Mohd Said, editor.

In Hong Kong

From left to right Francis Pearce, editor, Sandy Wong (seated) circulation assistant, Melvyn Bennett, advertising manager, S.W. Chan, accountant, Euan Barty, managing director, Victor Yuen, art director, Richard Adhikari, production editor, Micaela de Almeida, (seated), traffic manager, David Wong, circulation manager.

Federal Computer Week debuts in Washington, D.C.

(Continued from page 1)

MARCH 23, 1987

FEDERAL COMPUTER WEEK

THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT

ANALYSIS

Xerox Targets Federal Market

Reagan Reverses Security Stance

Poindexter throws up smokescreen at House hearing

Pentagon Begins IRM Reshuffle on April 1

CUSTOMS' DRAGNET ON HOLD

Plans by the U.S. Customs Service to centralize its intelligence gathering network in a multimillion dollar Oklahoma City command center may be fading to black, according to an official from the General Accounting Office, which was asked to review the project.

news -- we will provide this on a weekly basis," commented Publisher **Fritz Landmann**.

FCW reaches a circulation of 40,000 government technology decision-makers across the U.S. The first issue totalled 48 pages, with 24.5 ad pages.

The success of this first issue was a "tour-de-force," with editors and staff putting in many long hours and extra effort. Special thanks to **Eddie Holmes**, editor, **Leila Davis**, managing editor, **Paul McCloskey**, news editor, **Moira Saucedo**, production director, **Patt Hoetmer**, design director, **Dave Topus**, key account manager, and **Rita Schwartz**, ad coordinator.

One of the group's most ambitious undertakings was the relocation of their office on the same morning the first issue was on press! Many shuttled back and forth helping with the move while keeping a watchful eye on the press run. Their new address and phone number is:

Federal Computer Week
3110 Fairview Park Drive
Suite 1040
Falls Church, VA 22042
(703) 876-5100

IDC Europe expands product line to meet needs of customers

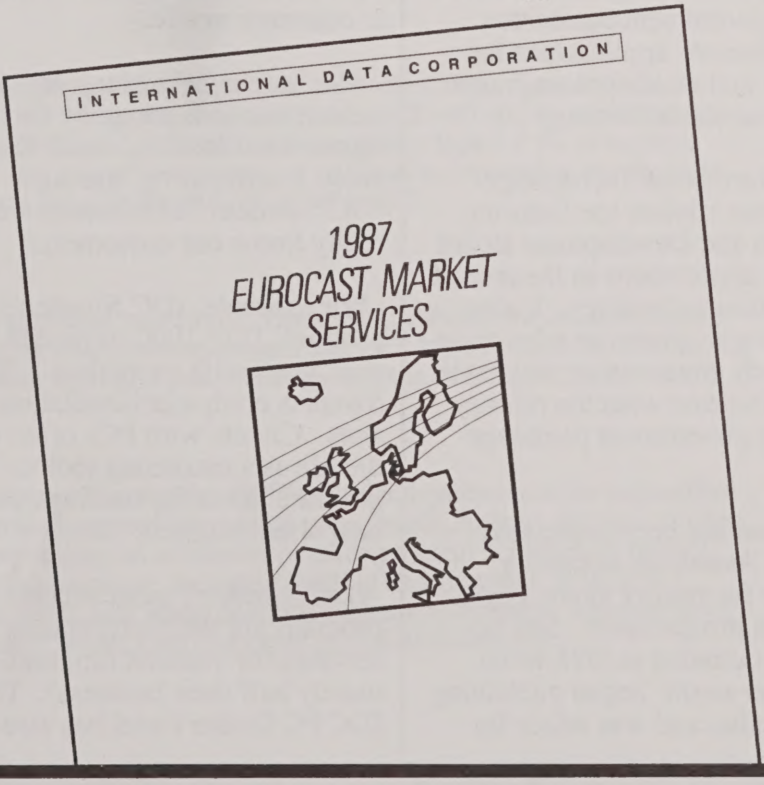
In response to market demand for ongoing delivery of research, IDC Europe has converted their Eurocast report series into several continuous information services. In the past, clients chose from a list of research reports with minimal contact from analysts.Today, clients subscribe to annual information services which provide, in addition to reports, ongoing support throughout the year.

"The change makes sense for two reasons," explained **Philip de Marcillac**, director of IDC's European Division. "We now have a way of selling higher-value packages and increasing our revenue. The new programs also allow us to increase our direct interaction with clients and better serve their needs."

The new research services are the European counterparts of products sold in the U.S. They include: *Computer Market Planing Service; Processor Market Program; Printer Information Program; Workstation Market Program; Software and Services Industry Program; Communications Information Program and the Value Added Research Program.*

The European Division, located in London, acts as an information clearing house for all of IDC's European offices. Research teams in local markets use the European data and analysis produced by the group as a basis for their own studies. With the addition of locally-produced, market specific information, clients benefit from local support as well as in-depth information produced by a strong central research staff.

De Marcillac is optimistic about the future of these new services. "Europe is 25% of the world and the market for information processing technology is beginning to burgeon. We see a faster rate of growth in Europe as compared to the U.S. The market is far from saturated -- key players are still growing and the market welcomes new suppliers."



INTERNATIONAL DATA CORPORATION

1987 EUROCAST MARKET SERVICES

News of Note

Coleman appointed to government committee

Susan Coleman, Senior Associate Publisher of *Computerworld Australia*, has been appointed to the Australian federal government committee which assesses applications for research and development grants in information technology .

The Information Technology Committee advises the Industry Research and Development Board on grant applications in the area of information technology. It also sets policy on grants in relation to how much government support is appropriate and what the priority areas for government patronage are.

Coleman has been associated with the Australian computer industry for twenty years, beginning as a programmer. She became a journalist in 1978 when *Computerworld* began publishing in Australia, and was editor for three years before becoming publisher in 1985. She has a long standing association with the Australian Computer Society, having been vice chairman of the Victorian Branch and publicity/ marketing director of two national conferences, the 10th Australian Computer Conference and the First Pan Pacific Computer Conference.

"I have followed the evolution of the indigenous computer industry closely," she said. "My observations of individual participants have been made with a mixture of admiration, astonishment and occasional dismay. However, I have continuing optimism in Australian ingenuity."

IDC Sweden stays close to its customers

IDC Sweden attributes its 40% increase in business over the last year to a clear understanding of its market and carefully tailored information which addresses specific customer needs.

"We are the only computer market research company that is represented locally," said **Karl-aake Soederberg**, manager of IDC Sweden. "This means we really know our customers."

For example, IDC Sweden's product, TOP 1000, provides customers with more than 1,000 Swedish computer installation sites. Clients with PCs often use the file as a marketing tool to generate labels for mailings and new client prospect files.

IDC Sweden's most successful products are their information services for vendors (approximately half their business). Their IDC PC Dealer Panel has also contributed to their growth. They interview 40 dealers four times a year asking questions about sales, business issues and vendor ratings -- this provides an excellent base of current market knowledge.

A new service this year, "VARs in Sweden," provides information on more than 500 companies, consultants and value added resellers in that country. They have also added the "IDC QuikSurv" program as a result of **Pat McGovern** and **Carl Masi's** recent visit in Copenhagen.

"From my perspective, our major strength, in a small country like Sweden, is belonging to an international organization like IDG. The company brings us new ideas and the global overview and international strength we need to compete effectively," said Karl-aake.

CWIMS helps U.S. firms fine-tune international marketing

CWCI's International Marketing Services (CWIMS) Division has just completed development of three major international media planning guides. The guides will be valuable resources for vendors and agencies interested in penetrating the global marketplace through foreign publications and international trade shows. The International Computer Trade Show Planner, International Communications Issues Planner, and DEC International Special Issues Planner are now available.

CWIMS provides U.S.-based vendors with one-stop centralized

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 14 APRIL 4, 1987

ADMINISTRATIVE ASSISTANT

The IDG Marcomm Group in Framingham is looking for an administrative assistant to work for the group's president and office manager. Responsibilities include proofreading promotion copy, placing media, involvement with the agency's time billing system, and some work with bill processing and reconciliation. Excellent chance to advance into other areas. Candidate should be quick and detail-oriented, and be able to work without supervision. Some experience in advertising is desirable, but not required. Contact Susan Odell (617)879-0700 x673.

COPY EDITOR

Digital News in Boston is looking for a copy editor in the Editorial Department. Responsibilities include content editing, close editing, page proofing, headline writing and page layout. Two years as a copy editor or assistant copy editor and a bachelor's degree are required. Contact Corey Sandler or Ed Passarella (617)482-8470.

SALES SUPPORT

Infoworld at the Natick sales office is looking for sales support for the advertising sales department. Responsibilities include general clerical, typing, filing, using AT&T PC, word processing, and maintaining the promotion list. A pleasant telephone manner for customer interface is required. The possibility for growth into a telephone sales position exists. Contact Claire Wallace (617)897-0700 x445.

TYPOGRAPHER

CW/Peterborough is looking for a typographer in the corporate production department to produce quality type, on schedule, and to perform basic processor maintenance. It will also be necessary to have a good understanding of the hardware and software used to produce type for the company's specific publications. A minimum of one year of commercial or publication typesetting or equivalent office experience is required. Contact Linda Canale (603)924-9471 x402.

SWITCHBOARD OPERATOR

IDG in Framingham is looking for a part-time switchboard operator. Candidate should have a good telephone manner and enjoy working in a busy environment. Hours are from either 8:30 a.m. to 1:00 p.m. or 1:00 p.m. to 5:30 p.m., Monday through Friday. Contact Debbie Thistle (617)875-5000

COPY EDITOR

CW in Framingham is looking for a copy editor for the *NWW* editorial department to be responsible for reading and copy editing all contributions, and for reading page proofs. At least one year of copy editing experience is required, and experience on an electronic editing system is preferred, but not essential. Excellent grasp of the English language, including spelling and grammar, as well as a sharp eye for detail, and the ability to work well under deadline pressure is essential. Knowledge of the communications industry is a plus! Contact Lisa Guisbond (617)879-0700 x539.

MANUFACTURING ASSISTANT

CW/Peterborough has an opening for a manufacturing assistant in the corporate production department to be responsible for producing quality photostats for print reproduction and for producing photo-mechanical halftones to be used for layout maintenance on all darkroom equipment. Responsibilities also include assisting in all functions of the manufacturing office, acting as the liaison to film and print companies, obtaining quotes on corporate printing, and making up mechancials in preparation for printing of corporate forms and other special projects. Candidate should have a minimum of one year of commercial or publication paste-up and darkroom, or print buying or production experience. contact Dennis Christensen (603)924-9471 x433.

SALES ASSISTANT

Digital News in San Francisco is looking for a sales assistant in the advertising department to perform administrative functions including typing, customer support, media kits, compiling of sales data and acting as a liaison with the Boston office. Some telemarketing to new and existing fractional advertisers for commissioned sales is involved. Candidate must have excellent communication skills, work well under deadlines and have a strong desire to be in sales. Prior sales experience is a plus. Contact Carole Sacino (415)424-8844.

COPY EDITOR

PC World in San Francisco is looking for a highly motivated individual to edit and proofread copy for its flagship publication. Three to five years of experience in monthly publications, and good working knowledge of the *Chicago Manual of Style* are required. Excellent pay and benefits, challenging and rewarding work environment are provided. Send resume with references to *PC World*, Dept. 200, P.O. Box 410690, San Francisco, CA 94141-0690. No phone calls please.

CLASSIFIEDS

For rent: Cape Cod. Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. $450/week. Call evenings (617)877-3272.

For rent: Cape Cod. Three-bedroom house (sleeps eight) in Dennisport, Massachusetts. Living room, dining room, kitchen, and jalousie porch. Color TV and telephone. VERY short walk to the beach. $650/week, available July 18th - August 1, August 1-August 15th. Contact Karen Mandell at CW Framingham x465, or call evenings (617)655-5364.

For sale: 1982 DATSUN 310 GX COUPE. DeLuxe. 78,000 highway miles. Carefully serviced: new brakes, very good condition. Should be seen to be appreciated. Can be seen in Wellesley. Asking $1,395. Contact Raymond Low, CW/Peterborough, (603)924-9471, x222.

MARK YOUR CALENDAR

April 23 - 24	CWCI Sales Training CW/Framingham Contact Linda Bowes IDG x554
April 27 - 28	CWCI Sales Training CW/Framingham Contact Linda Bowes IDG x554

media placement services for CWCI's international publications in 29 countries. Their services include advertising placement and translation of ads. Assistance is also provided to develop distributor contacts in the markets served by CWCI's publications.

These new planners will help companies fine-tune their international marketing objectives by providing specific information related to the subject matter of each planner. For example, the Trade Show Planner lists dates and locations of foreign computer industry trade shows in 1987, as well as the CWCI publications in which the shows will be highlighted. This list helps vendors strategically plan and promote exhibitions or schedule attendance at key trade shows.

A sampling of shows listed in the 1987 International Computer Trade Show Planner includes: *Communications/USA Business & Office Equipment, Sydney, Australia, May 11-15; Micro Computer Show, Tokyo, Japan, May 20-23; and Microelecttronica, Vicenza, Italy, October 8.*

The International Communications Issues Planner

The International Communications Issues Planner is designed to help communications, telecommunications and networking vendors as they analyze ad placement and media opportunities in communications- specific foreign publications. These include *Network World, U.S.A.*; *Communications World Asia*; *Communications World Australia*; *Le Monde des Telecom*, France; and *Communications World Espana.*

The Planner also includes special communications issues of international computer books such as *Computerworld Australia, Arabian Computer News, Computerworld Japan, PC World Norge and Distributique*. Included are 45 special issues of these publications with such related topics as "Public Access/Satellites," June 19 *Computerworld Australia*, and "Communications Software," July 13 *Computerworld Japan*..

The DEC International Planner

The DEC International Special Issues planner contains the editorial calendar for *DEC Today* in the UK, as well as an agenda of special DEC-focus issues in various other CWCI overseas publications. These include*Computerworld Sweden's* four issues in March, May, September and November on "DEC World" and *People and Computers'* "Dec Quarterly."

For more information about the International Media Planners, contact Frank Cutitta, CWIMS, at 617-879-0700.

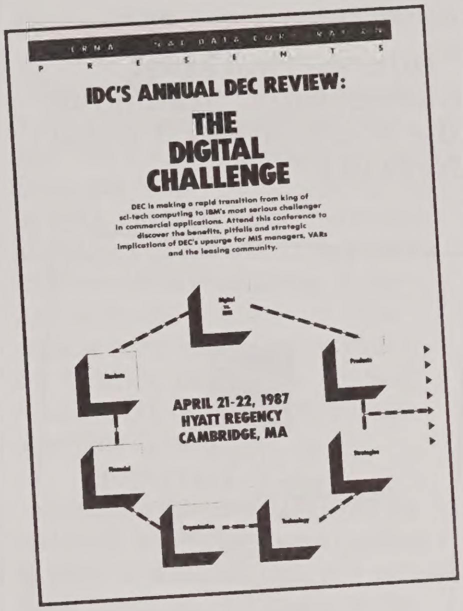
IDC plans conferences to address hot topics

IDC is sponsoring two information technology industry conferences this spring:

"The Digital Challenge"

DEC is rapidly making the transition from king of sci-tech computing to IBM's most serious challenger in commercial applications.

How will DEC's growth affect the information technology industry?



PRESENTS

IDC'S ANNUAL DEC REVIEW:

THE DIGITAL CHALLENGE

DEC is making a rapid transition from king of sci-tech computing to IBM's most serious challenger in commercial applications. Attend this conference to discover the benefits, pitfalls and strategic implications of DEC's upsurge for MIS managers, VARs and the leasing community.

APRIL 21-22, 1987
HYATT REGENCY
CAMBRIDGE, MA

On April 21-22, 1987 at the Hyatt Regency in Cambridge, MA, IDC will present a two-day review of Digital Equipment Corporation's strengths, weaknesses, products, organization, strategy and future directions.

Senior executives involved with management information systems, data processing, product marketing, systems and programming, hardware acquisition and market research and program management are expected to attend.

The meeting, sponsored by IDC's DEC Advisory Service, will feature high-level discussions led by IDC's leading analysts and top DEC executives. Speakers include: Robert Hughes, Vice President, Service Industry Marketing, Digital Equipment Corporation; John Levinson, Vice President, Goldman Sachs & Co.; **Patrick Kenealy**, President, Digital News Publishing; Charles E. Shue, Vice President, U.S. Sales, DEC as well as **Bob Randolph**, Director of IDC's DEC Advisory Service; and **Will Zachmann**, IDC's Vice President of Corporate Research.

For more information, contact Diane Szretter at 617-872-8200.

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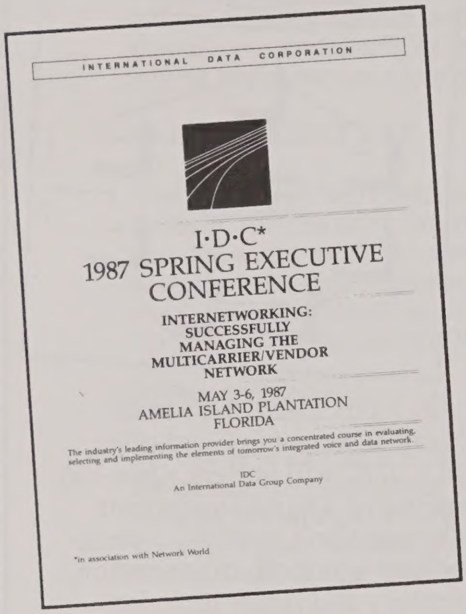
"Inter-networking: Successfully Managing the Multicarrier/Vendor Network"



INTERNATIONAL DATA CORPORATION

I·D·C*
1987 SPRING EXECUTIVE
CONFERENCE

INTERNETWORKING:
SUCCESSFULLY
MANAGING THE
MULTICARRIER/VENDOR
NETWORK

MAY 3-6, 1987
AMELIA ISLAND PLANTATION
FLORIDA

The industry's leading information provider brings you a concentrated course in evaluating, selecting and implementing the elements of tomorrow's integrated voice and data network.

IDC
An International Data Group Company

*in association with Network World

Inter-networking is closing the gap between isolated information networks, data nets, voice nets, LANS and backbone high-speed transmission. Users must interconnect their own networks then link to suppliers and customers to ensure the most economical flow of cash, materials and services. Intercompany networks, called electronic data interchange, will be a key element in corporate strategy for the 1990s.

Chief executives, senior executives and communications officers involved with designing, building, controlling and managing networks will gather at IDC's Annual Spring Executive Conference, May 3-6 at Amelia Island Plantation in Florida to discuss the future of inter-networking.

The three-day event is sponsored by IDC's User Business Unit in association with *Network World*. The program agenda was organized by CWCI's Conference Management Group.

Speakers include: Walter Bzdok, Senior Director, Corporate Telecommunications, K Mart; **Doug DeCarlo**, Publisher, *Network World* ; **Kim Myhre**, Vice President, IDC's Communications Research Group; Allan Reheart, Director, Data Network Strategy, AT&T; Gerald Thames, Vice President, Information and Communications Systems, Martin Marietta; **Aaron Goldberg,** Vice President, IDC's Microcomputer Services and Gerald D. Peterson, Director of Corporate Systems Development, Ford Motor Company.

For more information, contact Diane Martin at 617-872-8200.

Computerworld scores high on MIS readership survey

Of the ten computer industry publications surveyed in an independently-conducted study designed to help advertisers compare average issue readership, *Computerworld* ranked number one in a majority of the categories. The John Adams Company, a research firm located in New Canaan, CT, conducted the study.

The report presents an independent and unbiased comparison of the profitability of these publications and the advertising they contain. The Adams Study represents a unique and important media planning tool for advertisers.

According to *Computerworld* Marketing Director **Bob Singer,** "The results of the Adams Study are especially valuable for media selection for two reasons.

"First, its objectivity. The study was conducted by an unbiased third party, funded by the majority of the publications included in the study and based on independent lists of MIS professionals

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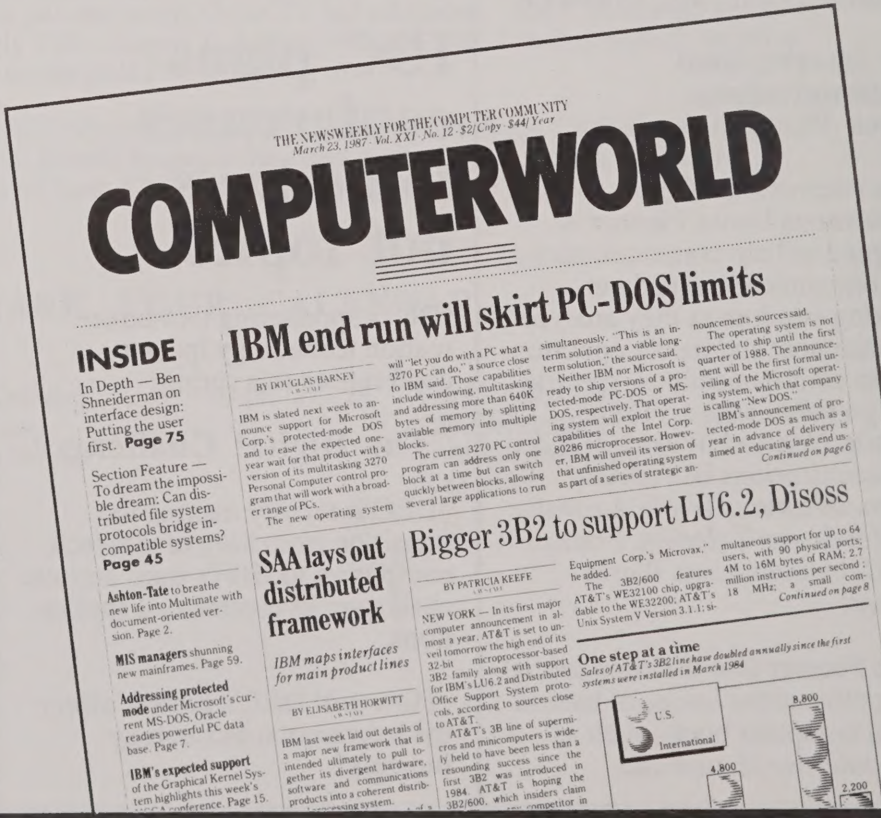


THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
March 23, 1987 · Vol. XXI · No. 12 · $2/Copy · $44/Year

COMPUTERWORLD

INSIDE

In Depth — Ben Shneiderman on interface design: Putting the user first. **Page 75**

Section Feature — To dream the impossible dream: Can distributed file system protocols bridge incompatible systems? **Page 45**

Ashton-Tate to breathe new life into Multimate with document-oriented version. Page 2.

MIS managers shunning new mainframes. Page 59.

Addressing protected mode under Microsoft's current MS-DOS, Oracle readies powerful PC data base. Page 7.

IBM's expected support of the Graphical Kernel System highlights this week's conference. Page 15.

IBM end run will skirt PC-DOS limits

BY DOUGLAS BARNEY

IBM is slated next week to announce support for Microsoft Corp.'s protected-mode DOS and to ease the expected one-year wait for that product with a version of its multitasking 3270 Personal Computer control program that will work with a broader range of PCs.

The new operating system will "let you do with a PC what a 3270 PC can do," a source close to IBM said. Those capabilities include windowing, multitasking and addressing more than 640K bytes of memory by splitting available memory into multiple blocks.

The current 3270 PC control program can address only one block at a time but can switch quickly between blocks, allowing several large applications to run simultaneously. "This is an interim solution and a viable long-term solution," the source said.

Neither IBM nor Microsoft is ready to ship versions of a protected-mode PC-DOS or MS-DOS, respectively. That operating system will exploit the true capabilities of the Intel Corp. 80286 microprocessor. However, IBM will unveil its version of that unfinished operating system as part of a series of strategic announcements, sources said.

The operating system is not expected to ship until the first quarter of 1988. The announcement will be the first formal unveiling of the Microsoft operating system, which that company is calling "New DOS."

IBM's announcement of protected-mode DOS as much as a year in advance of delivery is aimed at educating large end us-

Continued on page 6

SAA lays out distributed framework

IBM maps interfaces for main product lines

BY ELISABETH HORWITT

IBM last week laid out details of a major new framework that is intended ultimately to pull together its divergent hardware, software and communications products into a coherent distributed processing system.

Bigger 3B2 to support LU6.2, Disoss

BY PATRICIA KEEFE

NEW YORK — In its first major computer announcement in almost a year, AT&T is set to unveil tomorrow the high end of its 32-bit microprocessor-based 3B2 family along with support for IBM's LU6.2 and Distributed Office Support System protocols, according to sources close to AT&T.

AT&T's 3B line of supermicros and minicomputers is widely held to have been less than a resounding success since the first 3B2 was introduced in 1984. AT&T is hoping the 3B2/600, which insiders claim
competitor in

Equipment Corp.'s Microvax," he added.

The 3B2/600 features AT&T's WE32100 chip, upgradable to the WE32200; AT&T's Unix System V Version 3.1.1; simultaneous support for up to 64 users, with 90 physical ports; 4M to 16M bytes of RAM; 2.7 million instructions per second; 18 MHz; a small com-

Continued on page 8

One step at a time
Sales of AT&T's 3B2 line have doubled annually since the first systems were installed in March 1984

(Continued from previous page)

and others who purchase and specify computer products.

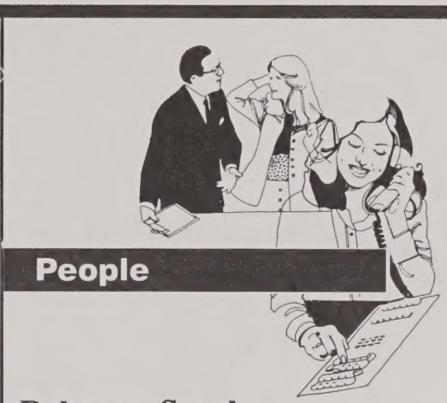
"Second, its sample size. It's larger than those I've seen in most biased readership studies conducted by individual publications, and responses ran higher than the average return rate most claim. This, combined with the study's professional methodology, can give every advertiser great confidence in its findings."

Singer concluded, "The Adams Report may well be the most important study to date in the MIS arena. Finally, advertisers can make objective audience comparisons without sifting through various, often conflicting claims of publishers and without trying to compare incomparable data. I think it's important that advertisers are able to check the facts themselves and reach their own conclusions," said Singer.

The John Adams Company 1986 MIS/DP Market Profile and Readership Study makes possible "apple-to-apple" comparisons of average issue audiences for *Computerworld, Datamation, Computer Decisions, Data Communications, Information Week, Infosystems, MIS Week, PC Week, Software News* and *Systems User*.

Employing three leading independent MIS lists, the Computer Intelligence File, the Focus Research Systems File, and the International Data Corporation Data File, the Adams Company disseminated 6,000 questionnaires and received 2,712 responses.

The study is available from Adams Company, 108 Smith Street, New Canaan, CT 06840.



People

Rebecca Segal

Rebecca Segal has been appointed director of IDC's Customer Service Program. She has been with IDC for over two years and is the driving force behind the rapid growth and continued success of the product. Rebecca was instrumental in marketing the Customer Service Database, in addition to managing the program's research schedule. Currently, plans are under way to develop an Inquiry Digest and a European counterpart to the U.S. product. Prior to joing IDC, Rebecca was employed by the Massachusetts Parole Board.

Gary Khederian

Gary Khederian was recently appointed to the position of research manager of IDC's Customer Service Program. His responsibilities have broadened to include speaking engagements, input into day-to-day operations, assisting the sales force, as well as overseeing new research personnel. Gary has been with IDC for two years. He previously worked for Honeywell Information Systems as a contract administrator.

Philip Landa

Philip Landa has joined IDC's Customer Service Program as a research analyst. He will be responsible for maintaining the Customer Service Database and handling client service inquiries. Philip is a graduate of the University of Massachusetts at Amherst.

Diane Flis

Diane Flis has been appointed to the position of Account Manager for IDC's Financial Services Business Unit. Since joining IDC in 1982, she has been involved in all phases of the marketing, promotion and consultation of the user-oriented continuous information services. Most recently she held the position of account representative with IDC's User Services Group.

Her knowledge of IDC and its services, as well as her expertise in sales and marketing, will make her a valuable contributor to the continued success of the Financial Services Group.

MIT announces McGovern Professorship of Management Information Systems

Massachusetts Institute of Technology has announced the establishment of the Patrick J. McGovern '59 Professorship of Management Information Systems.

John D.C. Little, George Bunker Professor of Management Science at the MIT Sloan School, heads the search committee that will recommend to Dean Abe Siegel the names of potential candidates for the first occupancy of the McGovern Chair.

Patrick McGovern said he expects the occupant of the Chair will have a special interest in teaching future generations of management leaders ways to define and quantify the payoff benefits for the use of computer-

(Continued on next page)

(Continued from previous page)

based information systems organizations.

Mr. McGovern said, "IDG, and particularly IDC, has enjoyed a long standing working relationship with MIT. Faculty members from the MIT Sloan School have been featured speakers at our Executive Conferences. We look forward to enlarging our relationship with the research resources available at MIT in the future.

"It gives me great pleasure to personally endow this Chair because it was at MIT where my desire to inform others about the ability of the computer to amplify the power of the human mind took root. My days and nights at the MIT Computation Center, combined with my writing-to-deadline experience at *The Tech*, the student newspaper, gave me the inspiration and taught me the level of dedication needed to stay on the leading edge of information flow in this fast moving technology."

Ten Year Anniversaries

MAUREEN BURKE

Maureen Burke recently celebrated her tenth anniversary with CW Communications in Framingham with the traditional **Patrick J. McGovern** luncheon at the Ritz.

Maureen has spent all ten of her years with the company in the Circulation Department. She began working in customer service, and from that position became the manager of special services. Maureen then moved to the fulfillment manager position for what was then *The Computer Business News* and then became the fulfillment manager for all publications handled out of Framingham.

Now the corporate fulfillment director, Maureen acts as liaison with audit bureaus and as a consultant for any and all publications which require fulfillment assistance. She works with the circulation directors, and trained the fulfillment coordinators for the circulation directors.

Maureen's hobbies include travel, reading and needlework. She currently lives in Watertown.

DIANE MARTIN

Diane Martin also enjoyed a Ritz luncheon with **Patrick J. McGovern** on the occasion of her tenth anniversary with IDC in Framingham.

Diane is no stranger to the ins and outs of IDC's activities. She started out in the fast-paced Production Department where IDC's research reports are churned out. She then moved on to the sales department where she was **Bill Ford's** assistant.

Today, Diane is an administrative assistant working with **Joe Levy** in the Publishing Group. Part of her duties include handling the registration for IDC's Annual Briefing Session Series and Executive Conferences.

Diane lives in Natick with her husband.

Anniversaries

ONE YEAR
Susan Sing - LINK
Dean Tiliakos - PCWCI
Maureen O'Connor - IFW
Patricia Harrington PCWCI
Steven Ulfelder - CW
David Bright - CW
Patty Grant - CW
Michael Nadeau - CW/P
Hope Winslow - PCWCI
Pia Lundkvist - CW Denmark
Sandy Wong - CW Asia
Sandra Young - IDG

TWO YEAR
Melissa Strayton - CW
Vivian Mattila - CW/P
Kiyotaka Kondoh - IDC Japan

THREE YEAR
Alisson Walsh - PCWCI
Karen Wallace - CW
David Sanders - CW
Dawn Matthews - CW/P
Valerie Sanclemente - IDG
Dorthe Christensen - CW Denmark
Leif Rasmussen - CW Denmark

FOUR YEAR
Laura Berland - LINK
George Harrar - CW
Paul Boule - CW/P
Penny Rigby - PCWCI
Dorthe Theodoraki - CW Denmark

FIVE YEAR
Keiichi Maesato - IDC Japan

IDG
WORLD
VOLUME 17, NUMBER 15 APRIL 13, 1987 update

MacintoshToday

PCWCI announces new weekly tabloid for the Macintosh marketplace

On April 2, PCW Communications, Inc. announced a weekly news publication, *MacintoshToday*. The tabloid is for Macintosh users in large-and medium-sized organizations who purchase or recommend the purchase of personal computer products in their companies. The first issue will premiere August 11 in time for Macworld Expo in Boston.

"The launch of a new high-quality publication covering the Macintosh personal computer family is one of the most dramatic illustrations of the tremendous momentum behind the Macintosh," said John Sculley, Apple chairman and chief executive officer. Sculley, who attended the press announcement party in San Francisco, continued, "We're especially pleased *MacintoshToday* will focus on decision-makers and purchase influencers in the large-and medium-sized corporations. Sales to these companies represent our fastest growing customer segment. We believe *MacinstoshToday* will provide them with valuable information about our systems."

Apple will provide marketing support for the publication by giving PCW access to potential readers and developers in the Macintosh community. PCW has full editorial and design control of *MacintoshToday*.

MacintoshToday will include Macintosh-related industry news, articles on business and finance, special reports, and solutions to computing prob-

(*Continued on next page*)

Infoworld premiers new test center at East Coast seminar

Infoworld premiered its new Product Test Center on the East coast at a seminar on PC buying patterns held March 19 at the Boston Computer Museum. *Infoworld* Publisher **Eric Hippeau** was on hand to introduce the Test Center's new director, **Dorene Douglas**, formerly with Advanced Micro Devices.

"Our decision to open the Test Center was a direct result of the overwhelming demand we receive for product reviews," said Hippeau. "The Test Center will allow us to add another dimension to our already meticulous review process," he added.

Vendors were invited by *Infoworld* to the Computer Museum to demonstrate products and interact with *Infoworld* editorial and Test Center personnel. Participants included Visual Communications Network, Prophecy Development Corporation, Think Technologies, Boston Publishing Company, General Computer and Zaki Corporation.

(*Continued on next page*)

Sculley attends announcement party to support PCWCI's *MacintoshToday*

(Continued from previous page)

lems. Commentary on what new developments mean to business users will be featured prominently. Regular topics will include news relating to desktop publishing, office automation, networking, university computing, and executive games.

Following its introduction, *MacintoshToday* will appear biweekly through 1987. Plans call for a move to a weekly publication in January 1988. The controlled circulation will start at 50,000 and is estimated to reach 100,000 by the end of 1988.

MacintoshToday

Monday
August 10
1987

The [illegible] of
olor

p14

Special Report
SCSI Drives Proliferate – 100+ Compared
p35

Bulletins
- Surprise Merger/ Borland and Paperback
- Universities Endorse Mac II Workstation
- IBM Fights Back With New 80386
- Network Database From Ashton-Tate!

p1

Sculley Reveals Apple's New UNIX Strategy
p19

Gassée Says AI Chip to be Added to Macintosh Motherboard
p7

Business and Finance
New Connectivity Solutions Access IBM and DEC Computers
p117

PCW will use Macintosh technology to create a state-of-the-art publishing environment for the weekly. **Maggie Canon**, former editor of *Infoworld* and *A+* magazine, will serve as editor. **Bruce Charonnat**, former art director of *Publish!*, will be art director of the new publication. **Jim Martin** will be publisher, and **David Bunnell** will be editor-in-chief.

"*MacintoshToday* adds to the strength of our involvement in the Macintosh market," said David Bunnell, chairman and editor-in-chief of PCW Communications. "*Macworld*, our monthly Macintosh magazine, provides in-depth articles and product reviews. *MacintoshToday* will provide weekly news and information so that readers can stay abreast of industry trends and product announcements. With the recent introduction of Apple's powerful new Macintoshes, this is going to be an exciting market to watch."

IDG
WORLD
update

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Contributing Editors
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Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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IDG Fax machine up and running

A fax machine has been installed in the IDG Chairman's Office .

The number for this new fax machine is **617-879-4681**.

"*Infoworld* review can make or break product," says editor.

(Continued from previous page)

Joining Douglas was *Infoworld* Editor-in-Chief, **Jonathan Sacks**. Executive Editor of Technology **Michael Miller** and Reviews Editor **Michael McCarthy** were present to discuss with the demonstrators how *Infoworld* reviews products and to offer feedback on each product.

Infoworld currently maintains a 40-person review board that is widely respected for its tough, in-depth product analyses. Now, products will be simultaneously tested during the review process to further ensure total accuracy with the features, capabilities and error handling of every product undergoing technological testing by lab technicians.

"We realize that a review in *Infoworld* can make or break a product," said Sacks. "That's why we're so strict about our review standards. If a reviewer makes a factual error, he or she is fired immediately."

Infoworld's Product Test Center will be located at the publication's Editorial headquarters in Menlo Park, California. Director Douglas said that, in addition to product evaluation, she and the technicians will be benchmarking similar products for speed, allowing comparative analysis for buyers.

The *Infoworld* team took the Test Center demonstration to the Helmsley Palace Hotel in New York City on March 20 where vendors in the New York Metropolitan area also had the opportunity to become acquainted with the Test Center and to demonstrate their products.

Frank Cutitta predicts U.S.-based firms to increase international advertising budgets

International marketing of information processing technology is on the rise, reflecting the new vibrance of global markets according to **Frank Cutitta,** managing director of CW's International Marketing Services (CWIMS).

Cutitta's group provides U.S.-based firms with one-stop centralized media placement in CWCI's 55 publications in 29 countries.

"International markets are definitely enjoying a growth curve, while the U.S. has flattened in recent years," said Cutitta. American products are in great demand overseas, especially in the U.K., Germany, France and Australia.

Cutitta has seen his revenues rise steadily over the last two years as evidence of the technology shift toward international markets. In 1985 the group brought in $700,000 in sales. In 1986 that total was $1 million. Their goal in 1987 is $1.5 million.

Cutitta is optimistic about the potential for this year considering the recent attention in Congress to the trade deficit and the declining value of the U.S. dollar abroad. "American business now has an export mentality. Prices of American products are much more attractive than in past years, and repatriated profits are worth much more due to the weak dollar.

"We have also seen U.S. firms increasing their research and development emphasis on products that can be marketed globally. Peripherals and application products are particularly hot right now."

CWIMS services include advertising placement, translation and assistance in developing distributor contacts in the markets served by CWCI's publications.

The group acts as a central clearing house of information, maintaining a database of rate cards on every publication as well as a detailed list of distributor contacts. "Often our clients must set up a distributor network prior to launching an advertising campaign. We identified this need several years ago and immediately developed a way to help our clients during the market entry phase of their international planning." He also sees the potential to develop the distributor database into a salable standalone product.

Cutitta describes major goals for his group for the coming year in addition to hitting his revenue mark. He hopes to refine his services in order to present a truly "global package." This will require him to staff and enhance the company's international representative network to make a "closer fit." Cutitta sees Korea as a growth area and looks forward to establishing international representation in this region.

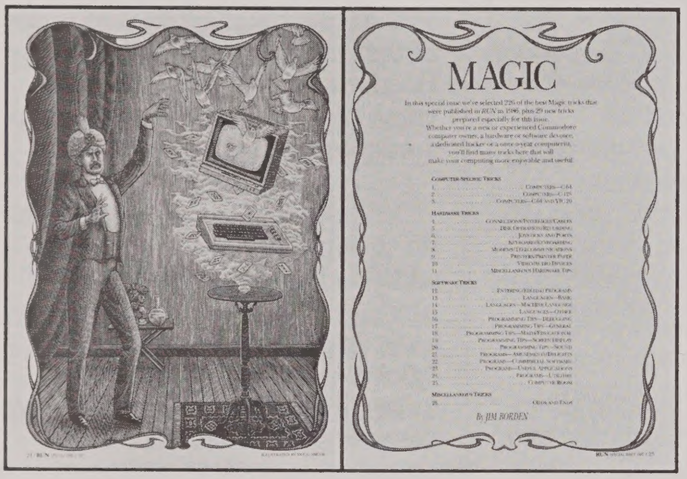
West Coast International Marketing Services staff, Leslie Barner, Western Marketing Manager, Darien Werfhorst, Western Advertising Coordinator

International Marketing Services (left to right) Maureen Rondeau, National Advertising Coordinator, Sheryl Merchant, Manager, Sales/Marketing Support, Frank Cutitta, Managing Director IMS, Mary De Cristoforo, Assistant to the Managing Director IMS, (seated) Ellen Levin, Eastern Marketing Manager, Julie Cooke, Sales Assistant

Art directors chose *RUN* for inclusion in Annual Exhibit

RUN has been selected by the Art Director's Club in New York City for inclusion in their 66th Annual Exhibition. The winning entries were chosen from 20,000 pieces submitted to the show. *RUN* will receive a certificate of merit and will be eligible to win a gold, silver or distinctive merit award at the Club's Spring awards dinner.

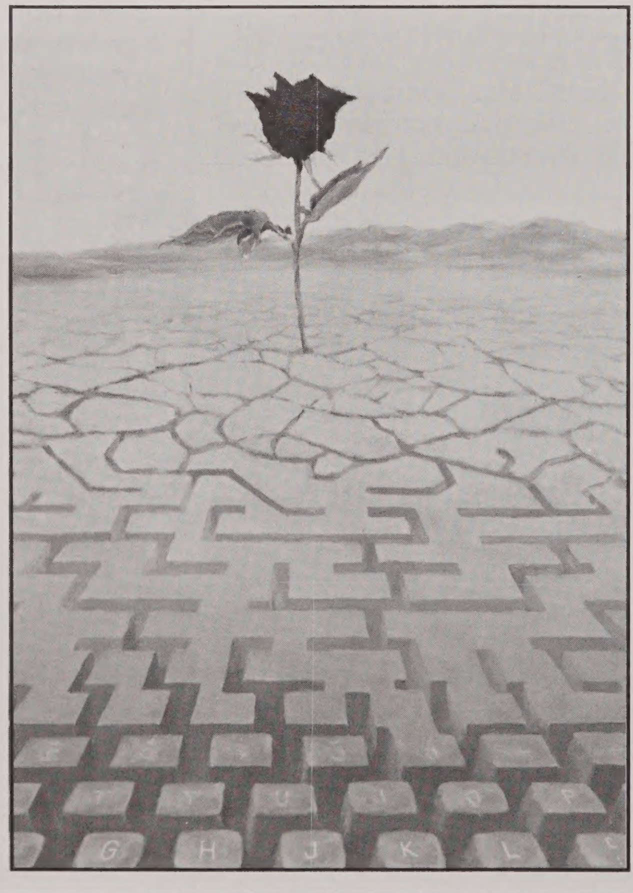
The two pieces that were chosen are from the Third Annual *RUN* Special Issue. The Magic section and pull-out wall poster were the winners.(See illustration.) Both of these entries were created under the guidance of *RUN*'s Art Director **Rosslyn Frick**.



MAGIC

By JIM BORDEN

The Magic Section from RUN's Third Annual Special Issue



RUN's pull-out wall poster

Enhanced IDC VAR Database includes 4700 leading resellers

IDC recently announced an enhanced version of its Value Added Reseller (VAR) Database in response to the market's recent resurgence of activity. Since the last update nine months ago, more than 75% of the information contained on the File has changed. Approximately 1,000 new VARs were added to the File, with nearly that number having gone out of business or no longer involved in VAR-related activities. The file now contains 4,700 U.S. resellers who are major links in a many vendors' distribution networks.

"Having a great product in today's marketplace is merely half the battle. To be successful vendors must establish a distribution network than can effectively move their products. The VAR File has been established specifically to help our clients accomplish this," said **Ken Hoyt**, IDC's VAR File product manager. "Because of frequent fluctuations in the VAR market, it is essential for IDC to stay on top of the changes. Our clients need to be tuned into a reliable source for that information."

The File format allows users to manipulate the database to create customized sales prospecting tools. For example, prospect sites can be selected based on a number of variables: type of value added, geographic location, vertical market, products resold, operating system and company size.

Clients may also choose from several media and formats: magnetic tape or diskette, pressure-sensitive or cheshire labels or hard copy output.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 15 APRIL 13, 1987

IDG and Nynex sign discount agreement

Sandra Young of IDG recently signed a Corporate Discount Agreement with NYNEX. As a result, IDG companies and employees are entitled to purchase computer equipment and supplies at 29% off of NYNEX's current list price.

In order to receive the discount, you must identify your company as a member of International Data Group when purchasing equipment from your local NYNEX representative. When the invoice is processed it will reflect the 29% discount.

If you wish to purchase equipment or supplies for personal use, you can receive the 29% discount by identifying yourself as an employee of an IDG company. A business card or letter on company stationery can be used for identification. Personal purchases may not be billed to the company, however, you may use a check or personal credit card.

Sandra Young has received excellent reviews from the groups who have recently purchased equipment through NYNEX. Standard equipment is normally shipped and installed within five working days. Carry-in or on-site service contracts are also available. The corporate discount is not applicable to special order equipment.

NYNEX Business Centers are located across the U.S. If you need more information about your nearest NYNEX office, please contact IDG's NYNEX Corporate Systems Consultant, Noreen Powell, at (617) 651-7630.

AD COORDINATOR

CW/Peterborough is looking for an advertising coordinator for *80 Micro*. Responsibilities include initiating all advertising contracts with sales reps; trafficking all ads through the ad production cycle; maintaining all record-keeping on insertion orders, rate changes, customers ad changes and billing for each issue. Other responsibilities include coordinating with the managing editor and the production supervisor in the prepation of the magazine's dummy, and acting as a liaison between the West Coast and Atlanta offices. Strong communication and organizational skills are required. Production knowledge and computer experience would be a plus. Contact Renee Dynan, CW/Peterborough, 80 Pine Street, Peterborough, NH.

SECRETARY

PC Resource at CW/Peterborough is looking for a secretary for the publisher's office. Superior typing, filing, and communication skills are required. Candidate must enjoy dealing with many different people. Fundamental computer experience is a plus, and the ability to work with minimum supervision in an organized fashion is essential. Self-motivation, an interest in publishing, and a desire to grow in the job are very helpful. Contact Renee Dynan, CW/Peterborough, 80 Pine Street, Peterborough, NH.

EDITORIAL ASSISTANT

The CW news division in Boston is looking for an editorial assistant to be responsible for gathering news from publications worldwide, tracking freelance contributions, confirming reprint rights, and producing a weekly index of news stories. Other responsibilities include electronically transmitting daily news wire, creating and maintaining an international calendar of events, and supporting the editorial staff by handling phones, mail and requests. Typing skills and a good phone manner are required. A knowledge of electronic mail and the computer industry is desirable. Contact Melissa Strayton at (617)879-0700 x281.

TYPOGRAPHER

CW/Peterborough is looking for a typographer in the corporate production department to produce quality type, on schedule. Responsibilities also include performing basic processor maintenance, and having a good understanding of the hardware and software used to produce type for specific publications. A minimum of one year of commercial or publication typesetting or equivalent office experience is required. Contact Linda Canale at (603)924-9471 x402.

ADMINISTRATIVE ASSISTANT

The IDG Marcomm Group is looking for an administrative assistant for the Direct Marketing Services/Marcomm Group to be responsible for client invoicing, budget reconciliations, travel arrangements, and support for the account manager. Good typing and other office skills are necessary, and word processing experience is a plus. Candidate must be organized, accurate, and able to work well under pressure. Contact Jane Eyler, CW Communications, 375 Cochituate Road, Framingham, MA 01701.

Mark Your Calendar

April 23 - 24	CWCI Sales Training CW/Framingham Contact Linda Bowes IDG x554
April 27 - 28	CWCI Sales Training CW/Framingham Contact Linda Bowes IDG x554

New Employee Orientations

New Employee Orientations will be held in the large boardroom at CW on Cochituate Road. All new employees must attend. Dates through June are as follows:

April 15	9:00 - 10:00 a.m.
May 13	9:30 - 10:30 a.m.
June 17	9:30 - 10:30 a.m.

Lively debate at *Infoworld* PC seminar

Expert predicts Apple will not penetrate business market...

Goldberg discusses personal computer standards conflict...

InfoWorld recently sponsored a seminar at the Boston Computer Museum for industry experts, key buyers, and vendors to discuss the rapid evolution that is occurring in the PC marketplace.

Important issues like who in the corporate structure controls PC purchasing power; the future of PC connectivity; how workgroups are operating; and whether or not the Apple computer will gain important business marketshare, were some of the subjects which provoked lively discussions.

"The PC industry is now bigger than that of mainframes," said top industry analyst **John Gantz**, "and the focus is on how PCs will be networked. Who will control the purchasing power for this vast market is still disputed and remains, at present, unclear." Gantz went on the say that one thing is certain. "Purchasing habits are changing, along with a wholesale reorganization of the MIS function, which must now be involved in such services as telecommunications and office automation."

Gantz, executive vice president of Technology Financial Services, and publisher of the *Tech Street Journal*, headlined the roundtable discussion between attendees and a three-man panel. The panel included **Harry L. Dillman**, a 30-year data processing veteran who is currently director of computer services at the University of Hartford; **David Blackwell**, executive vice president of Mass Mutual Life Insurance, who has 35 years of DP Management experience; and **Lee Squires**, founder and president of Word Jenny, Inc., a Wellesley Hills, Massachusetts database consulting firm. Also on hand was *InfoWorld*'s publisher, **Eric Hippeau**, as well as its editorial staff, including editor-in-chief **Jonathan Sacks**.

Purchasing power

"For the first time in the PC market, there is a conflict over what the standard will be," said **Aaron Goldberg**, vice president of Microcomputer Services for IDC. "Compatibility will become the overriding issue because of huge investments that have already been made in specific systems." Goldberg also said that, although workgroup computing is the future, vendors must address the wants and needs of several levels including top management, the MIS group and the end-users.

Panel members addressed specific questions and then led a general discussion which attempted to answer the question, "How far will the Macintosh line go to replace PC DOS machines?" Dillman responded that he didn't think Apple would seriously penetrate the market. Blackwell approached it from a different perspective, stating that most management people work with Macs because their primary concern is not computer literacy but overall management. There are really two different classes of users," said Blackwell.

Connectivity

On the issue of what people are looking for in connectivity, Squires stated, "Their main concern is how to accomplish effective sharing of data, how to transfer data from one machine to another." Blackwell emphasized the importance of the technical side of making the physical connections, and the overall strategic goals of connectivity.

After the roundtable discussion led by Gantz, Aaron Goldberg addressed the future of the PC during a luncheon question and answer session. The group discussed the impact on the industry of IBM's next generation of PCs, the 8086 and the 80/286; IBM's version of Microsoft's Windows; the fate of DOS 3.1; creating workgroup environments; and how important the Macintosh will be in the business environment.

PRODUCT COMPARISON
SLIDE SHOW SOFTWARE

MARCH 23, 1987
$2.95
Volume 9, Issue 12

INFO WORLD
THE PC NEWS WEEKLY

Lotus to Base Next Projects On New DOS

By Alice LaPlante

CHICAGO — Lotus Development Corp. will use the new DOS, rather than an 80386 environment, as the primary platform for its next generation of software, a Lotus official told microcomputing professionals here last week.

Although there has been a lot of talk about developers waiting

Features of Systems Application Architecture (SAA)

Common User Access
Consistent application access across systems:
- Icons
- Color
- High-resolution graphics
- Mouse support

Common Programming Interface
Languages and services to be used for multisystem programs:
- Cobol, Fortran, and C Programs
- Application generator like Cross System Product
- Procedure language like REXX
- Database interface like SQL
- Query interface like QMF
- Presentation interface like GDDM
- Dialog interface like EZ-VU

Common Communications Support
Methods of communicating between systems:
- 3270 Data Stream
- Document Content Architecture
- Document Interchange Architecture
- Intelligent Printer Data Stream
- SNA Distribution Services
- LU Type 6.2
- Synchronous Data Link Control
- IBM Token Ring Network

Common Applications
Single product for all systems incorporating:
- Document Creation
- Document Library
- Personal Services Mail
- Decision Support

IBM Prepares to Roll Out

IBM Outlines SAA Plans; First Products Due Soon

Specs to Come in 3rd Quarter

By Sharon Fisher

RYE BROOK, NY — IBM formally announced last week its Systems Application Architecture (SAA) and said documentation for users and developers will be available in the third quarter.

IBM's first such products to use the new approach, which will allow programs to run across IBM hardware lines, will be coming out "very quickly," said John Friedline, manager of software marketing in the Information Systems Group, who did

interface with windows, color, high-resolution graphics, and a mouse, Friedline said.

Made up of a collection of software interfaces, the architecture was mentioned formally for the first time in a March 17 letter to IBM customers. It will be used mainly on new products, although IBM may add extensions to existing products, according to Friedline.

IBM said SAA includes four related elements that will be detailed in the documentation:

• Common User Access. IBM has defined the basic ele-

Network World only publication in category to report readership gain

A study conducted in January of this year among International Communications Association (ICA) members found *Network World* was the only communications publication to increase regular readership in the last six months. Significant declines were reported for all of *NWW*'s competitors, according to this independent study conducted by First Market Research of Boston.

"These new statistics reinforce our own reader feedback that *Network World* can't be matched for the depth and scope of networking coverage," said **Doug DeCarlo**, *Network World* publisher. "Further," said DeCarlo, "The study provides dramatic evidence of how decision-makers have shifted their reading habits to keep pace with new buying requirements that now demand network-oriented solutions to business problems and opportunities."

Network World was one of six publications included in the study, which targeted and examined readership habits of top-level communications managers responsible for both voice and data communications.

The report shows *Network World* has climbed to a virtual tie for the number one position after only 40 weekly issues. The findings further indicated that *Network World* now enjoys significantly higher readership scores than the four of the communications publications included in the survey.

Seventy-seven percent of the key decision-makers surveyed rated *Network World* as "good to excellent" in terms of usefulness, while 57 percent of the respondents reported regular readership (reading three of the last four issues of *Network World*).

NETWORK WORLD

THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES VOLUME 4, NUMBER 11 MARCH 16, 1987

▶ THE LONG HAUL

MCI tries to dig out of market bog

BY PAM POWERS
Senior Editor

WASHINGTON, D.C. — As swelling costs and dwindling long-distance rates gnaw away at profits, MCI Communications Corp. has been forced to focus on bolstering the bottom line at a time when its two chief competitors are spending furiously to win new customers.

"We are now very much profit-motivated," MCI Chairman and Chief Operating Officer Bert Roberts said in an interview with *Network World* last week. "But I don't

See **MCI** page 38

MCI's performance: a five-year picture

SOURCE: MCI COMMUNICATIONS CORP., WASHINGTON, D.C.

▶ MARKETING MERGER

IBM absorbs Rolm's reps

Transfer sets up central sales point.

BY MICHAEL FAHEY
Staff Writer

ARMONK, N.Y. — In a move aimed at giving users a single point of contact for IBM and Rolm Corp. telecommunications products, IBM said last week it is transferring the 6,000 salespeople in its Rolm subsidiary to a newly formed division within its Information Systems Group (ISG).

The shift, which analysts described as long overdue, will give IBM tighter control over Rolm marketing and is viewed as an important step in IBM's effort to adopt a unified communications strategy embracing both voice and data products.

IBM said the Telecommunications Marketing and Service organization to be set up under ISG will be responsible for direct sales, installation and service of Rolm products. The group will also handle technical and marketing sup-

See **Rolm** page 42

SPECIAL SECTION

Inside wiring difficulties haunt network managers

Who you gonna call to clarify new FCC rules?

BY ROBERT MITCHELL
[illegible]

Just when you thought you had everything under control, the specter of deregulation rises again. Communications managers take heed: The disposition of inside wiring is changing, and managers who understand the recent Federal Communications Commission rulings will be able to better plan their companies' future inside wiring requirements. Savvy managers will also hold an edge over local telephone company personnel, who may supply users with inaccurate and costly information.

Says Bill Pomeroy, manager of tele-

See **Cable noose** page 31

NET EXPENSES

LAN costs can devour budget pie

BY MARY PETROSKY
West Coast Correspondent

SAN FRANCISCO — Installing and operating a 20-workstation local-area network can cost users more than $400,000 over just three years, prospective local net buyers were told at a seminar here last week.

Users attending Technology Transfer Institute seminar, "PC LANs: What You Really Need to Know," were told that hardware and software expenditures are just the tip of the total networking cost iceberg. While

See **LAN** page 40

central-site | MANAGEMENT

News of Note

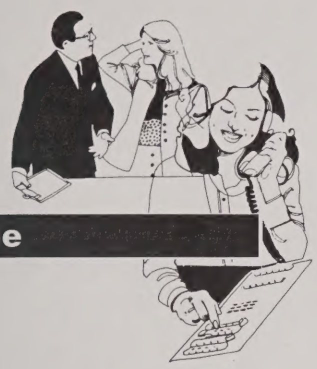
Forster announces CW facilities planning assignment

Virginia L. Forster was recently appointed headquarters project manager/facilities planning for CWCI. Her new responsibilities involve coordinating the renovation of the CWCI facility in Framingham. She will also analyze office space needs for the domestic sales force and implement an administrative plan to meet those needs.

Forster was previously general manager at Headquarters Companies, Boston, Massachusetts, where she managed an executive office center providing office suites and support service staff for 50 tenant companies. Forster was responsibile for physical plant contracting and renovations, personnel and customer relations functions and annual budget drafting and execution. She was named "Customer Service Person of the Year - 1985 - 86" by Headquarters Companies at their annual national meeting.

Prior to her position at Headquarters Companies, Forster was administrative assistant to the president at International Human Resources Development Corporation in Boston, Massachusetts, a firm specializing in training and consulting within the international petroleum industry. In addition to fulfillment of administrative responsibilities, Forster served as editor of the international corporate newsletter, with a circulation of nearly 10,000.

(Continued on page 8)



People

Stephen P. Tozeski

Stephen P. Tozeski has been named list rental coordinator for the Direct Marketing Services Division of the IDG Marcomm Group. Tozeski's responsbilities involve coordinating all list rental activities, including order processing, invoicing and customer service functions. In addition, he will provide summary reports and telemarketing for the Direct Marketing Services Division, which serves in-house clients at IDG.

Prior to joining IDG, Tozeski was employed by Technical Publishing Company in Newton, Massachusetts for six years. As production and marketing assistant, he was involved with production and sale of the *Directory of Systems Houses and Computer OEM's*. Tozeski was also a computer operations assistant and an office assistant at Technical Publishing Company.

Tozeski holds a Bachelor of Science degree in computer information systems and an Associate Degree in management from Bentley College, Waltham, Massachusetts. A native of Framingham, Massachusetts, he currently resides in Stow, Massachusetts.

Audrey Shohan

Audrey A. Shohan has been named marketing services manager for *Computerworld*.

Shohan will work with the Director of Marketing **Robert K. Singer** to implement marketing plans, strategies and tactics for *Computerworld*. She will also manage the publication's trade show participation, special events, customer parties, the joint *Computerworld*/IDC Breakfast Briefing Sessions, and event marketing programs. She will assist Singer in directing the efforts of the Promotion Department and in coordinating these efforts with customers, vendors, and other *Computerworld*, CWCI, IDC and IDG departments.

Previously, Shohan served as senior administrative assistant to the publisher of *Computerworld*. She came to CWCI in January of 1985.

Shohan holds an Associates degree from Lasell Jr. College in Newton, Massachusetts. A native of Natick, Massachusetts, she now resides in Framingham, Massachusetts. Shohan is married and has one daughter.

Kathryn Diakoumis

Kathryn Diakoumis recently joined the staff of IDC's Chicago sales office. Diakoumis is the administrative assistant for the account executive for IDC's User Services Group and for the director of sales for IDC's Financial Services Group.

Prior to joining IDC, Diakoumis was employed by FJW Industries, an optical lens manufacturer. Her previous responsibilities were handling government contract packages, inventory control, correspondence, and all aspects of accounting and customer service.

Mary Turner

Mary Turner has joined the IDG financial team as tax manager for IDG.

Prior to joining IDG, Turner held the position of tax accountant at Sheraton Corporation World Headquarters. She received a Bachelor of Science degree in accounting from Bentley College.

Tom Kalfas

Tom Kalfas was recently hired by *Network World* in Chicago as a part-time sales assistant. His responsibilities include assisting the *Network World* district manager in general office and clerical duties.

Christopher R. Glenn

Christopher R. Glenn has been named project manager for the IDG Marcomm Group.

Glenn is responsible for the scheduling of personnel and trafficking of all projects as well as acting as production liaison with in-house and out-of-house vendors for the Marcomm Group. In addition to his Marcomm Group responsibilities, Glenn writes the "Dealer Snapshot" column for *Boston Computer News*.

Prior to joining IDG, Glenn acted as public relations and advertising counsel to W.D. Enterprises, Dayton, Ohio, owner of G.D. Ritzy's Resaurants. He began his career at IDG in the CWCI Sales Promotion department in December of 1984.

Originally from Huber Heights, Ohio, Glenn holds a Bachelor of Science degree in journalism from the E.W. Scripps School of Journalism at Ohio University. He currently resides in Framingham, Massachusetts.

James Burns

James Burns has been appointed to the advertising sales department for *Computers In*

(*Continued on next page*)

People

(Continued from previous page)

Science. Burns will be covering the western U.S. from the Palo Alto office.

Burns was most recently with Media Merchants, a publisher rep firm in Los Altos, California, where he sold space for *UNIX/ World* and *Scientific Computing and Automation*, among other publications.

Burns holds a Bachelor of Arts degree from UCLA and a graduate degree from Churchill College at Cambridge University.

Bruce Guptill

Bruce Guptill was recently appointed assistant features editor for *Network World.*

Guptill has worked as a staff writer for *Micro Marketworld*, and a managing editor of *Micro-Age Quarterly*, a magazine published by MicroAge Computer Stores in Tempe, Arizona.

Guptill is a 1981 graduate of the University of Connecticut where he earned a Bachelor of Arts degree in communications sciences.

Dorothy Petrosky

Dorothy Petrosky has been named administrative assistant, market research, for International Data Group's Marcomm Group. The IDG Marcomm Group provides marketing communication services, including market research, direct marketing and sales promotion, primarily to member companies within IDG, including CWCI and IDC.

Petrosky's new responsibilities involve general administrative functions dealing with creating budget spreadsheets on Lotus, employee records, distribution, custom study billing and assisting with market research for the group.

Proir to joing IDG, Petrosky was employed with the Annis Corporation in Natick, Massachusetts, as a customer assistant in the customer service department. Previously, she was salesperson/interior coordinator for Post Road Wallcoverings, and secretary/order clerk for H.B. Fuller Company.

Petrosky holds a Bachelor of Arts in English from Framingham State College. Petrosky is a member of the Society for Technical Writers. She is a native of Marlboro, Massachusetts.

Forster appointed

(Continued from page 6)

Before this, Forster was assistant to the president, Wentworth Institute of Technology, a flight attendant for American Airlines, and directory office supervisor for New England Telephone Company/Yellow Pages Directory Center.

Forster is past vice president of the American Airlines Kiwi Club, Boston Chapter. The club is an organization of former flight attendants which sponsors fund-raising social functions for Boston charities.

Forster received an Associates degree in business management and liberal arts from Bunker Hill Community College, Charleston, Massachusetts. A native of Beverly, Massachustts, Forster currently resides in North Quincy, Massachusetts.

Anniversaries

ONE YEAR

Priscilla Chabal - IFW
Paul Muller - IFW
Barry Cheney - IFW
Jill Simonsen - IFW
David Bromley - CW
Laura O'Connell - CW

Donna Kozak - CW
David Ludlum - CW
Eric Grevstad - CW/P
Gina Salaices - CW/P
Robert Wells - CW/Australia

Alan Kershaw - CW/Australia
Susan Dwyer - CW/Australia
Marie-Laure Dupuy - CW/France
Isabelle Merlet - CW/LMI/France
Carole Zozaya - CW/LMI/France
Frederic Berge - CW/LMI/France

Philippe Marel - MicroPresse France
Maria Lee - IDC Asia
Thijs Baake - CW/Netherlands
Bartolome Robles - CW/Venezuela

TWO YEAR

Euan Barty - CW/Asia
Aromi Rajon - CW/France
Jose Miguel Perez - CW/Venezuela

THREE YEAR

Jeff Cordeiro - CW
Valerie Sanclemente - IDG
Robert Callery - IDC
Robert Wallace - CW
Lisa Guisbond - CW

William Crump - CW/Australia
Yanick Robain - CW/France
Charlotte Gillot - IDC France

FOUR YEAR

Michael Anzalone - IDG
Janet McGinnis - PCWCI
Deborah Bourgault - CW/P

FIVE YEAR

Heather Paquette - CW/P

SIX YEAR

Barbara Hill - CW
Janet Fiderio - CW

IDG WORLD
update

VOLUME 17, NUMBER 16 APRIL 20, 1987

CW Communications, Ltd. premieres *Lotus*, UK's first software-specific publication

Start-up team expects "notable success"

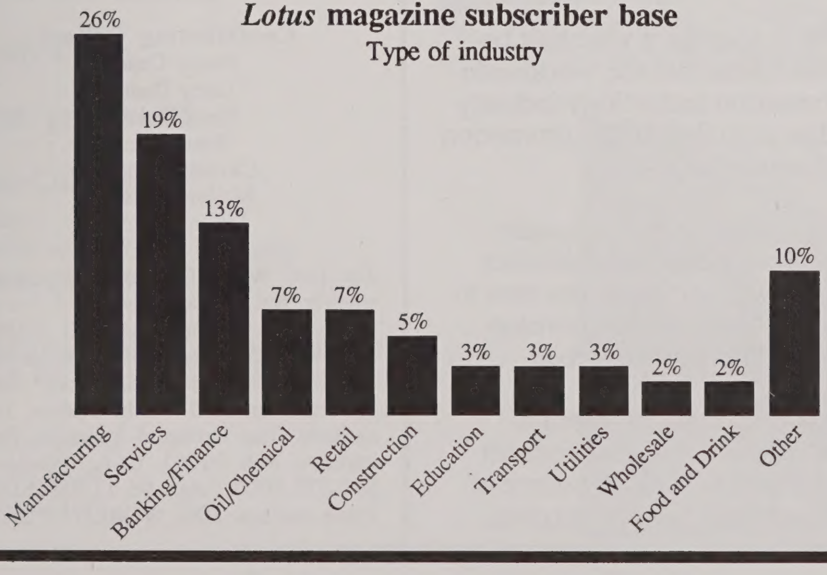
The premiere of *Lotus* magazine in the UK marks the start of a new era in computer publishing for CW Communications Limited.

"It is the first publication we know of to be exclusively devoted to a set of software products in the UK. All the editorial matter will relate to Lotus packages, and to the growing number of packages being produced to run in conjunciton with Lotus," said Associate Publisher **Simon Kelly**.

The bi-monthy publication will debut in May to an audience of 20,000 Lotus users. " 5,000 of these will be paid subscribers, said Simon Kelly. "Unique in the UK where technology publications are controlled."

The potential market is estimated to contain 300,000 to 350,000 Lotus users from a cross section of industries which includes: manufacturing, services, banking, finance, oil/chemical and retail.

(Continued on next page)



Lotus **magazine subscriber base**
Type of industry

China Computerworld: Vital link for industry

Publication serves worldwide computer industry needs... links China and global community

Excerpt from March 16th issue of People's Daily overseas edition.

China Computerworld Publishing Service Corporation was incorporated in 1980 through a joint venture between IDG and China's Institute of Science and Technology Information of the Ministry of Electronics. Since that time, *China Computerworld* has become a bridge between the Chinese and foreign computer technology communities and a window on international computer development.

Over the last six years, *China Computerworld's* business volume and profits have increased 120% producing a net profit over

(Continued on next page)

Exclusive agreement with Lotus supports new UK publication

(Continued from previous page)

Typical Lotus users are accountants, line managers, DP professionals, managers scientists or engineers.

Kelly feels that the "quality of the information will more than warrant the cover price, and that business people using Lotus products will find the publication pays for itself by making them more efficient PC users."

Lotus has the complete endorsement of Lotus Development Corporation whose research indicates that 49% of UK Lotus users would subscribe to a UK Lotus magazine.

The publication has the exclusive right to draw on material published by the highly successful *Lotus* magazine in the U.S.. Published independently of Lotus Development Corporation, this magazine is two years old and has a paid circulation well in excess of 200,000.

"The plan is to draw on the best of the American publication, and inject well-written useful articles on UK-specific applications and problems. The editorial approach will focus on practical, tutorial, how-to features that readers can follow on their micros as they read," said Editor **Ron Condon**

Initial response from advertisers has been very positive. "We feel this 'first' in UK computer publishing will be strongly appreciated by the business community, and a notable success," said Kelly.

China Computerworld maintains strong ties with major U.S. companies

(Continued from previous page)
three times as much as the initial investment.

"*China Computerworld* has achieved great popularity among its Chinese readers by providing information to help users design programs, identify development goals and select appropriate technology models," said President **Chen Mingkun**. "Subscribers in foreign countries are also kept informed of China's computer developments and market trends."

計算機世界

CHINA COMPUTERWORLD

1987年3月23日

6

半月刊 总第183期

软件开发工具APC系统问世

全国计算机应用及新产品展览会

今年四季度在沪举行

北京将建三个

国家级智能实验室

MCJ—通用汉字专家系统通过

The publishing group maintains strong business ties with over three hundred foreign computer companies: IBM, HP and Wang in the U.S.; National, NEC, Fuji, and Mitsubishi from Japan, Siemens from the Federal Republic of Germany, Boore from France; and Olivetti from Italy.

CW is seen as a vital link between China and the worldwide information technology industry and as a catalyst in the promotion of foreign trade.

Each year, *China Computerworld* compiles and publishes several special issues devoted to the latest information developments at home and abroad.

A special issue on foreign magnetic recording equipment provided an excellent source of reference for Chinese experts. The article helped clarify the technological trend and the relationship between "optical and magnetic disks" and "horizontal and vertical recording." This information contributed to the formulation of technical policies.

A product review appearing in *China Computerworld* elicited 59,000 orders from China and other countries. A timely report carried by *China Computerworld* on a particular software package developed by a research institution of the Ministry of Electronics drew the attention of computer enthusiasts. The profile helped the product quickly reach users and popularize microcomputers in China.

"Right now," said Chen Mingkun, "the Board of Directors is making plans for even better performance in 1987."

IDG
WORLD
update

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St.,Framingham, MA 01701 USA. Telephone: 617-875-5000;Telex 95-11-66-651;OnTyme mailbox: IDG. WORLD UPDATE.

IDC Framingham's "spring cleaning" day

Employees at IDC in Framingham recently welcomed spring time with a day long clean-up of their offices

Everyone was encouraged to dress casually, and report to work prepared to engage enthusiastically in "spring cleaning." **Carl Masi**, IDC chairman, sponsored a contest, with prizes for the most original and most outrageous costume, as well as for the cleanest office and best group effort.

"The day turned out to be a lot of fun, " said Masi. " Everyone pitched in, and by 5:30 dated files were ready for storage, and massive amounts of trash lined the corridors for pick up by the maintenance crew."

THE WINNERS

Most outrageous costume

Marcia Farrington
Bob Callery

Most original costume

Jane Watkins
Debbie Damiano

Cleanest office

Aaron Goldberg

Most trash

Molly Upton

Best group effort

Data Collection
Mast
Communications Industry
Research Group

Organizational effort above and beyond the call of duty

Kathy Roco
Pam Leslie
Paula Zinc

Macworld posts 66% advertising revenue gain in April issue

Largest issue ever reflects vibrancy of Macintosh market

Macworld Publisher **Jim Martin** recently announced that the April issue carried its highest number of advertising pages ever.

The issue's 242 pages included 143 pages of advertising, representing a 49 percent increase over the April 1986 issue. With a qualified circulation of more than 160,000, *Macworld* posted a 66 percent gain in revenue from a year ago.

The April issue features in-depth coverage of Apple Computer's newest and most powerful personal computers, the Macintosh II and Macintosh SE, both introduced on March 2.

"It's no surprise that the excitement generated by the introduction of the new Macintosh computers has triggered our biggest issue ever," said Martin. "After a strong recovery in the last half of 1986, the Macintosh market is clearly surging ahead. The number of ad pages has increased steadily since September 1986. Advertisers are demonstrating their optimism about the Macintosh market by their willingness to increase ad budgets. We've noticed they are buying larger ad space units and there is also a dramatic upturn in the number of reader inquiries delivered to our advertisers."

The April issue, which features five special reports on the new Macintosh machines, sports a wraparound cover of the Mac II. "The usual fourth-cover advertiser, Kensington, agreed to relinquish that position so that we could create the unique cover concept," Martin said.

First Andrew Fluegelman award goes to Tom Jennings of "Fidonet"

Tom Jennings, the first Andrew Fluegelman Award winner, receives trophy from David Bunnell, PCW chairman.

Tom Jennings, creator of *Fido/FidoNet*--a popular public-domain bulletin board service and electronic mail system--was presented with the first Andrew Fluegelman Award at the annual Software Publishers Association (SPA) awards ceremony in Berkeley, California.

Sponsored by PCW Communications and SPA, the Fluegelman Award recognizes a software programmer who has made a substantial contribution to the personal computer community with commercial, shareware, or public-domain software.

Jennnings, president of Fido Software Company, received a $5,000 cash award from the Andrew Fluegelman Fund, which is administered by the Tides Foundation of San Francisco.

The Fluegelman Award and Fund were established in 1986 by

PCW Communications to commemorate Andrew Fluegelman, founding editor of *PC World* and *Macworld*. Fluegelman, creator of the freeware concept--a means of sharing and marketing software--developed *PC Talk*, the first powerful communications program for the IBM PC.

Developed in 1984, *Fido-Fidonet* is a software system that contains a packet-switched electronic mail and bulletin board system. More than 125,000 users worldwide exchange messages and program files daily on *Fidonet*.

A screening committee of computer industry experts selected 11 finalists from 109 nominations. In addition to Jennings, the finalists were: **Gary W. Pope** for Quarterdeck Office Systems' *Desqview*; **Alan Boyd** for Parallel Communications' *Guide*; **Frank Da Cruz** for Columbia University's *Kermit File*; **Jeff Harbers** for *Microsoft Excel*; **Bob Eyestone** for Springboard Software's *The Newsroom*; **Scott Watson** for the freeware program *Red Ryder*; **Jim Anderson** for Digitalk's *Smalltalk/V*; **Merrick Furst** for Personics Corporation's *SmartNotes*; **Michael Pflaumer** for Centram Systems West's *Tops*; and **Sam Savage** for General Optimization's *What's Best*.

Judges for the competition were **Dan Bricklin**, president of Software Garden; **Jerry Schneider**, president of Capital PC User Group; **Camilo Wilson**, chief executive officer of Lifetree Software; ***Bob Wallace*****,** president of Quicksoft; and **Harry Miller**, editor of *PC World*.

Nominations for the 1988 Andrew Fluegelman Award will be accepted as of November 1987. For more information contact **Shirley Gines** at (415)546-7722.

Increased media exposure for IDG

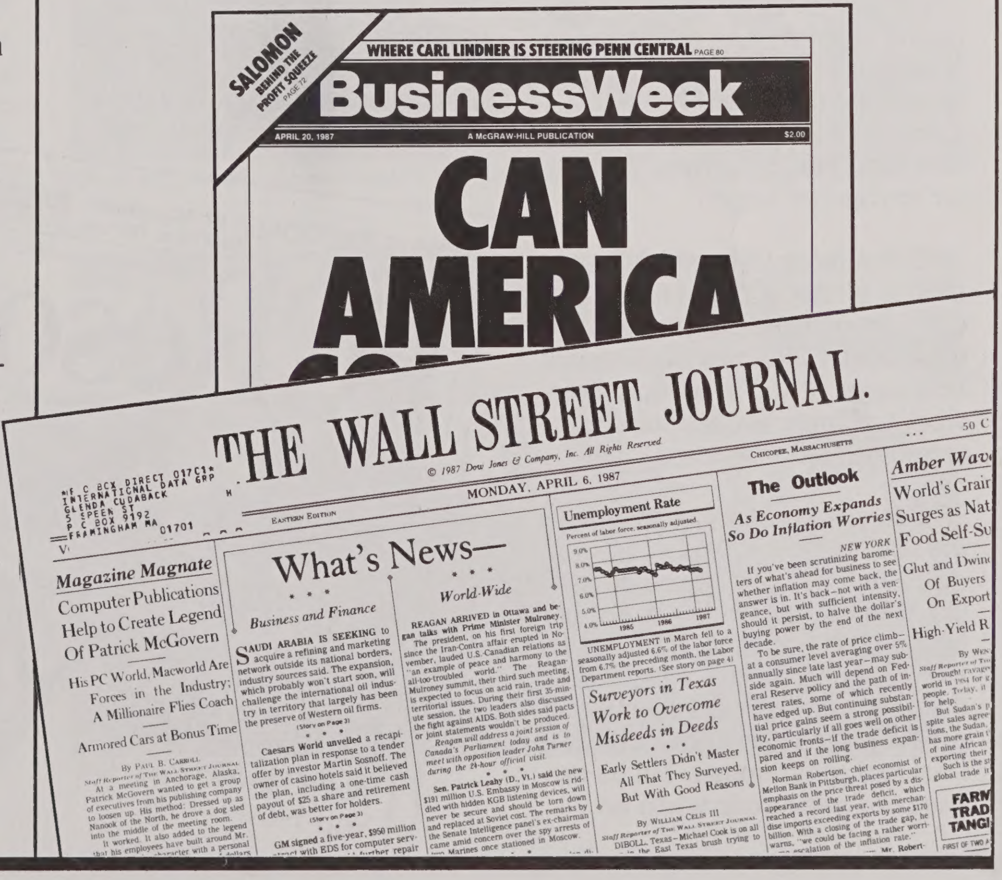
IDG received extensive national exposure in the months of March and April.

A Wall Street Journal profile of **Pat McGovern** which appeared in the U.S. edition April 6th described IDG as a force in the industry. The story traced the history of IDG and clearly positions the company as the leading provider of information services on information technology. The article describes McGovern's philosophy and IDG's mission when they quote him, "I think the way of improving the chance of living at peace with each other, avoiding using some nuclear device, is to enhance the chance people have to learn about each other."

Business Week gave IDC a premiere position in an article in its April 20th issue on market research firms who assist leading user organizations with their technology investments. The article, quoting Pat McGovern, states "We can tell clients how their investments in computers per dollar of sales or assets compare with others in their industry, so they can see if they are on the leading edge or lagging."

An Associated Press feature written by Bart Zeigler drew national attention and was picked up by 113 U.S. newspapers. The article was front page news in the *San Jose Mercury News*. The piece also appeared in such papers as the *Chicago Tribune*; the Savannah, Georgia *News*, the El Paso, Texas *Times*, the Everett, Washington *Herald*, the Hartford, Connecticut *Courant,* the Nashua, New Hampshire *Telegraph*, the Pittsburgh *Press*, and outside the U.S. in the Toronto, Ontario, *Globe & Mail*..

For copies of these articles, contact Nancy Cusack at IDG 617 875-5000.



SALOMON BEHIND THE PROFIT SQUEEZE PAGE 72

WHERE CARL LINDNER IS STEERING PENN CENTRAL PAGE 80

BusinessWeek

APRIL 20, 1987 A McGRAW-HILL PUBLICATION $2.00

CAN AMERICA

THE WALL STREET JOURNAL.

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MONDAY, APRIL 6, 1987

EASTERN EDITION

CHICOPEE, MASSACHUSETTS

Magazine Magnate

Computer Publications Help to Create Legend Of Patrick McGovern

His PC World, Macworld Are Forces in the Industry; A Millionaire Flies Coach

Armored Cars at Bonus Time

By PAUL B. CARROLL

Staff Reporter of THE WALL STREET JOURNAL

At a meeting in Anchorage, Alaska, Patrick McGovern wanted to get a group of executives from his publishing company to loosen up. His method: Dressed up as Nanook of the North, he drove a dog sled into the middle of the meeting room.

It worked. It also added to the legend that his employees have built around Mr.

What's News—

Business and Finance

SAUDI ARABIA IS SEEKING to acquire a refining and marketing network outside its national borders, industry sources said. The expansion, which probably won't start soon, will challenge the international oil industry in territory that largely has been the preserve of Western oil firms.

Caesars World unveiled a recapitalization plan in response to a tender offer by investor Martin Sosnoff. The owner of casino hotels said it believed the plan, including a one-time cash payout of $25 a share and retirement of debt, was better for holders.

GM signed a five-year, $950 million

World-Wide

REAGAN ARRIVED in Ottawa and began talks with Prime Minister Mulroney.

Reagan will address a joint session of Canada's Parliament today and is to meet with opposition leader John Turner during the 24-hour official visit.

Sen. Patrick Leahy (D., Vt.) said the new $191 million U.S. Embassy in Moscow is riddled with hidden KGB listening devices, will never be secure and should be torn down and replaced at Soviet cost.

Unemployment Rate

Percent of labor force, seasonally adjusted

UNEMPLOYMENT in March fell to a seasonally adjusted 6.6% of the labor force from 6.7% the preceding month, the Labor Department reports. (See story on page 4)

Surveyors in Texas Work to Overcome Misdeeds in Deeds

Early Settlers Didn't Master All That They Surveyed, But With Good Reasons

By WILLIAM CELIS III

Staff Reporter of THE WALL STREET JOURNAL

The Outlook

As Economy Expands So Do Inflation Worries

NEW YORK

If you've been scrutinizing barometers of what's ahead for business to see whether inflation may come back, the answer is in. It's back—not with a vengeance, but with sufficient intensity, should it persist, to halve the dollar's buying power by the end of the next decade.

Amber Wav

World's Grai

Surges as Nat

Food Self-Su

Industry support accelerates success of CW Peterborough's New Magazine, *PC Resource*

Premiere issue is impresssive advertising and circulation success

PC Resource, CW/Peterborough's new magazine for home and small business users of IBM PCs and PC-compatibles, achieved overwhelming reader and advertiser response to its first issue, March 30.

Sixty-seven advertisers supported 90 pages of advertising in *PC Resource's* April issue. More than 80,000 readers purchased subscriptions via direct mail, with early indications pointing to strong newsstand performance.

Publisher **Peter Hutchinson** said, "The degree of support we've received from the advertising community is certainly gratifying. Our April issue contained more than 90 pages of ads. That's a remarkable endorsement."

"Even more impressive is early reader support. Our subscription launch campaign may very well be one for the record books. Combined support from advertisers and readers proves that we're right on target."

PC Resource dropped 2.2 million pieces of direct mail to develop its initial subscription readership. The campaign mailed February 20, and in its first three weeks of order production, generated 90,000 responses.

PC Resource is designed to meet the needs of the PC user who owns an MS-DOS computer to use at home or to help run a small business. "Our reader is not afraid to get into the guts of the machine to solve a problem or increase productivity. He is not a professional programmer, but he can bang out some code when he needs to, and he wants to improve his skills," said Editor **Eric Maloney**.

"There is no question that readers are ready for a magazine like *PC Resource*," commented **Frank Smith**, director of circulation. "There is no other PC publication serving users who spend their own money for a computer system."

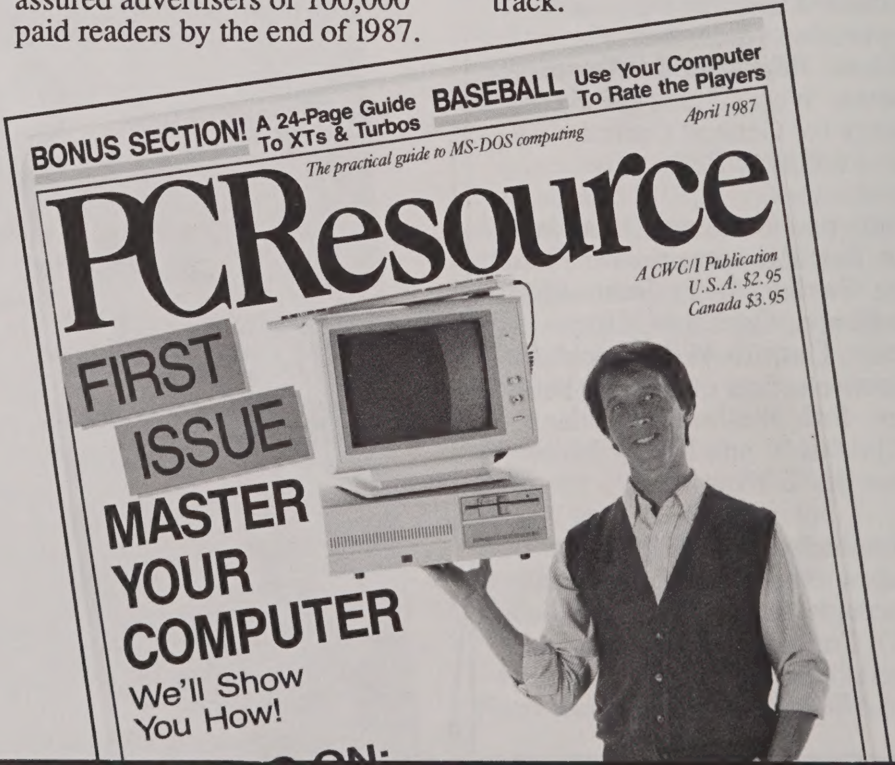
"*PC Resource* supplements its subscription readership with extensive newsstand distribution, totalling 110,000 copies. Seventy thousand copies per issue are distributed through ICD/Hearst, and an additional 40,000 copies are sold through independent book and computer retailers, including the B. Dalton and Waldenbooks chain.

PC Resource has applied for membership in the Audit Bureau of Circulations (ABC) and has assured advertisers of 100,000 paid readers by the end of 1987. Total paid circulation for the first issue of *PC Resource* could exceed that figure.

"That's the kind of bonus that we're glad to give early advertisers," said **William J. Smith**, *PC Resource's* national sales director. "Companies that take a risk to support a launch deserve to profit when the risk pays off."

PC Resource provides direct marketers with an excellent response medium, with product-oriented content and editorial that instructs and educates. Direct marketers (as well as other advertisers) will clearly benefit further from *PC Resource's* circulation windfall.

"Market support is one of the most gratifying experiences in publishing," said Hutchinson. "When the advertisers and readers both reach out to you, your magazine is undoubtedly on the right track."



BONUS SECTION! A 24-Page Guide To XTs & Turbos
BASEBALL Use Your Computer To Rate the Players
April 1987
The practical guide to MS-DOS computing
PCResource
A CWC/I Publication
U.S.A. $2.95
Canada $3.95
FIRST ISSUE
MASTER YOUR COMPUTER
We'll Show You How!

From CW Publikationen: New recruitment advertising techniques

Career center provides unique forum for IBM, DEC, HP, NCR, Phillips and others

CW Publikationen continued a "tradition" begun at the SYSTEC show in Munich last year, and sponsored a "Career Center" at the week-long CeBit Faire in Hannover, March 4-11. The "Career Center" helped companies, ten computer manufacturers and four large end users, meet the next generation of EDP professionals.

"Our 'Career Center' provided a unique forum where leading corporations could recruit talented computer industry professionals," said **Eckhard Utpadel**, CWCI's European vice president and general manager of CW Publikationen. "Trends show that there will be an increasing need in the future for recruitment opportunities as the supply of qualified EDP professionals begins to shrink. We are prepared to meet that need through events such as this."

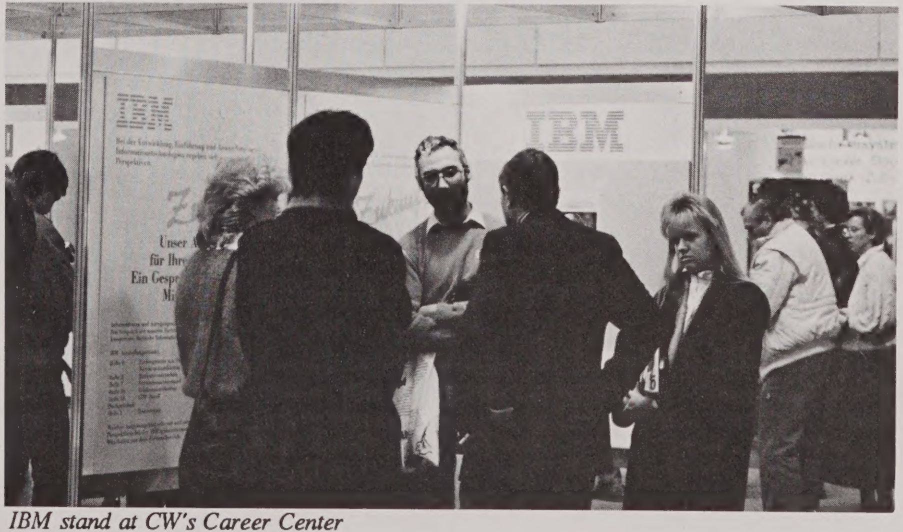
IBM, Nixdorf, Siemens, DEC, Phillips, Honeywell Bull, Hewlett-Packard, NCR and ICL International were among the computer vendors who participated. The four user firms were Daimler-Benz, Audi, Ford and Dresdner Bank. Each firm had at least one representative at the career center for the entire week -- available to speak to qualified personnel interested in pursuing careers in EDP.

CW also sponsored hourly seminars during the Faire. Speakers came from potential employers as well as leading recruitment firms and German universities.

"The feedback from those involved was extremely positive, and CW hopes to repeat this success for the upcoming SYSTEMS Show in October in Munich. " said Utpadel.

CW Publikationen's Career Center CeBit Faire, Hannover, West Germany, March 1987

Dieter Eckbauer introduces seminar at CW's Career Center



IBM stand at CW's Career Center

IDC records sales jump for new DEC product

Rapid response in competitive market produces results

IDC's Vendor Business Unit recognized the potential of the Digital Equipment Corporation marketplace and moved quickly to develop a market research product to answer the industry's need for information. That product is the DEC Advisory Service.

"DEC has come of age as a full service computer systems supplier. The company has taken on the trappings of a big time player capable of challenging IBM for industry dominance," said Bob Randolph, director of the IDC service. "IDC saw the opportunity to provide research and analysis on this dynamic company and jumped right in."

The product is designed for DEC competitors, OEMs, distributors, suppliers and financial companies interested in analysis of DEC's activities.

Under the direction of **Jay Wagman,** vice president of new product development, IDC began marketing the service in January. "We have had great success bringing 28 clients on board in just three months -- a record for IDC." said Jay Wagman.

Once IDC creates a new service it usually takes more than a year to build the product to its potential. Wagman and his group have used a six month trial period to attract new clients.

"Our concept was to give the customer a taste of the DEC Advisory Service. We have confidence in the quality of the service, and to know we can expect a renewal at the end of the trial period at the full price." said Wagman.

To date, the client list includes leading firms like Apollo, NEC, Apple, Codex, CDC, DCA, NAS and NBI.

Future plans call for an expansion of their client base to include international markets and the financial community.

Anniversaries

ONE YEAR

Lawrence Craven - CW
Norma Tamburrino - CW
Thomas Tolbert - CW
Carol Czyzewski - IFW
Louise Dunne - IDC
John Matteson - IDC
Katherine Boghosian - CW/P
Georgianna Forest - CW/P
Ralph Harrison - CN/U.K.
Udo Elsner - CW/Germany
Simone Fiedler - CW/Germany
Leaine Jarvis - IDC Australia

TWO YEAR

John Merullo - CW
Marcia Mason - IFW
Michael Hole - PCBW/U.K.
Joachim Herbert - CW/Germany

THREE YEAR

Barbara Bannon - CW
Penny Janzen - CW
Lisa McGrath - CW
Lory Zottola - CW
Otto Waldorf - PCWCI
Martin Durham - CW/U.K.
Michael Franks - CW/U.K.
Gerry Daly - CW/UlK.
Richard Ward - PCBW/U.K.
Raymonde Watkins - PCBW/U.K.
Julian Treausre CN/U.K.
Ron Condon - CN/U.K.
Leonie Langton - CWC/U.K.
Jane Lawrence - PCBW/U.K.
Graham Lake - PCBW/U.K.
Fay Velenski - DECT/U.K.
Jane Ure-Smith - PCBW/U.K.
Richard Fachtan - CW/Germany
Ulf Froitzheim - CW/Germany
Anita Laule - CW/Germany
Walter Ott - CW/Germany

FOUR YEAR

Mary DeCristoforo - CW
Mike Anzalone - IDG
Felicitas Kulling - CW/Germany
Wolfgang Merkert - CW/Germany
Georgios Thomaldis - CW/Germany

FIVE YEAR

Gail Odeneal - CW
Claudia Marwede-Dengg - CW/Germany

SIX YEAR

Donna Wolfarth - CW/P
Uschi Pusch - CW/Germany
Helga de Gregori - CW/Germany

SEVEN YEAR

Mike Masters - CW
Ernst Seyfert - CW/Germany

NINE YEAR

Ursula Sauter - CW/Germany

To All U.S. Employees:

The IDG Annual Employee Survey has now been distributed to each employee's home address. If your address has changed and you have not notified the Personnel or Payroll Departments, please contact **Mary Dolaher** to have a survey sent to you interoffice.

If you do not receive a survey by April 25, please contact Mary Dolaher, IDG, Five Speen Street, Framingham, MA --- extension 440.

Please remember to return your completed survey by May 1st.

IDG WORLD UPDATE

VOLUME 17, NUMBER 18 MAY 4, 1987

IDC reviews first quarter results

Masi reports business units results on plan in first quarter

CEO **Carl Masi** opened the recent IDC management and staff meeting by reviewing IDC's 1987 plan and reporting that the first quarter results were very encouraging. The company expects to generate $36m in revenues with expenses of $37.8m. The loss of $1.8m is due to a significant investment in its Data Resources area in 1987.

"We felt it crucial to expand and improve our data collection capabilities. This investment means we will anticipate a loss of $1.8 million in 1987," said Masi. "IDC cannot produce primary research or generate the best opinion and analysis in the industry without the proprietary information generated through our Data Resources Group."

Masi went on to explain that the first quarter loss was planned to be $1.8m, but because IDC, as a whole, was 107% (bookings) of plan the loss was only $805,000. "Although our first quarter results are very encouraging, we must watch expenses and plan carefully. If we do, this headstart could help us come close to breaking even over the next three quarters," said Masi.

(Continued on next page)

Computer News exclusive reports on mysterious deaths

Scoops general press, draws international attention

In its March 5th issue, *Computer News* ran an exclusive story on the suspicious suicides of two defense software programmers in England. This story and recent follow-up articles have brought international attention to the mysterious deaths.

Computer professionals

The coverage began when *Computer News* received a call informing them of the death of a DP manager in Bristol, England in August of 1986. **Tony Collins**, chief reporter for the publication, followed the story in the local papers and then began an inquiry of his own.

"Once we began looking into the situation we discovered that there had been two suicides, not one, and that both victims were computer professionals involved in some way in software research for defense. The more we probed, it became increasingly obvious that this was not a series of unrelated incidents."

(Continued on next page)

"...not a series of unrelated incidents."

(Continued from previous page)

Defense industry

Their suspicions were further aroused when, at the same time, a Ministry of Defense investigation was also being conducted. As *Computer News* reporters researched the story further they discovered that the families of the victims were also puzzled by the deaths and had been asked by officials to accept the tragedies as "apparent suicides."

Official secrets act

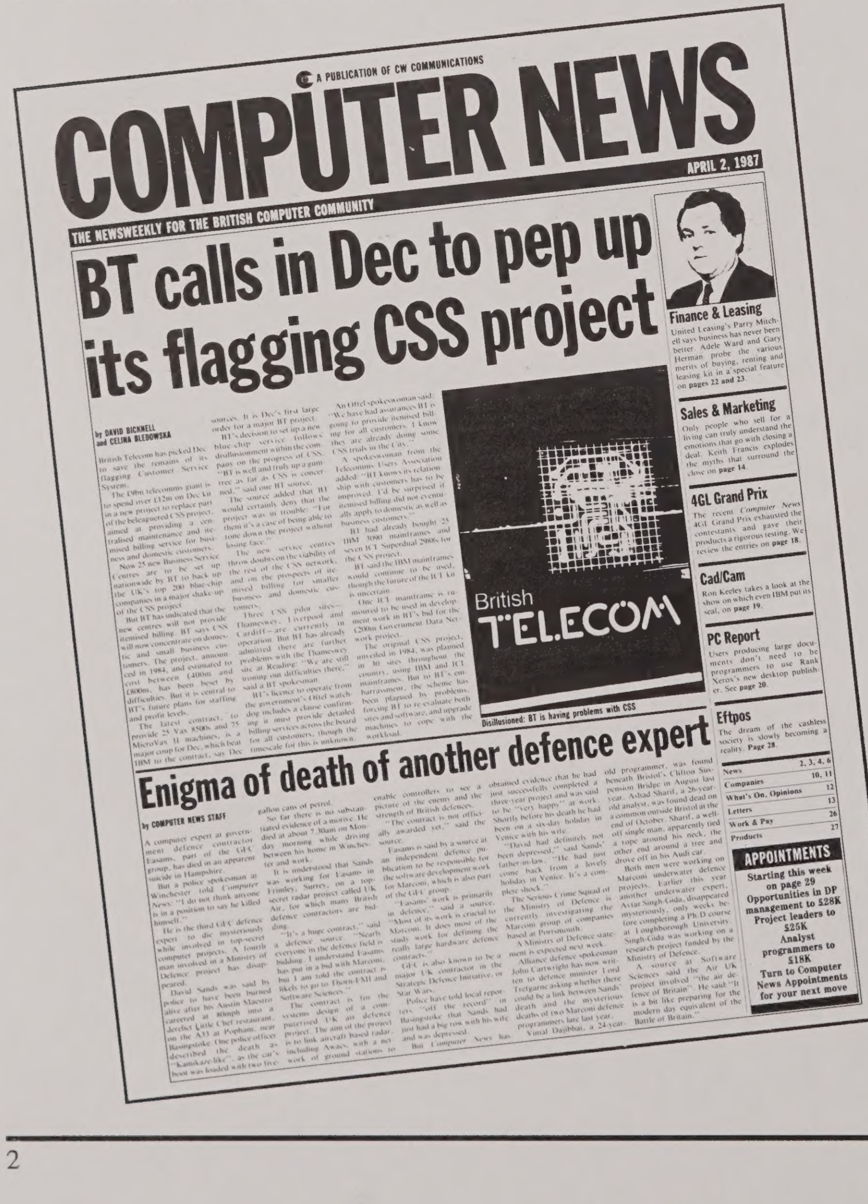
"We knew we had something when the government quoted the 'Official Secrets Act' relative to our activities," said Editorial Director **Ron Condon**. "Through the persistent efforts of Tony Collins we managed to break an exclusive story before the general press got a hold of it."

In a series of follow-up stories since then, the editors of *Computer News* have reported on eight suicide deaths of defense-related computer industry professionals. There may be as many as ten, however.

"We have received a lot of media attention in our own right from the coverage," said Ron Condon. *Computer News* was mentioned in stories running in the *Los Angeles Times* and *Newsweek* in the U.S., as well as several European newspapers and magazines. The story has also been picked up by American and Italian television news programs.

The publicity has resulted in another development in the story. A woman, having seen one of the television programs, contacted *Computer News* concerning the death of her husband four years earlier. He was also involved in defense computing and his suicide was similar to those reported.

"Despite the fact that this story is unusual when compared to our normal coverage of the computer industry, we will continue to follow it wherever it leads," said Collins.



A PUBLICATION OF CW COMMUNICATIONS

COMPUTER NEWS

APRIL 2, 1987

THE NEWSWEEKLY FOR THE BRITISH COMPUTER COMMUNITY

BT calls in Dec to pep up its flagging CSS project

by DAVID BICKNELL and CELINA BLEDOWSKA

Disillusioned: BT is having problems with CSS

Enigma of death of another defence expert

by COMPUTER NEWS STAFF

Finance & Leasing

United Leasing's Parry Mitchell says business has never been better. Adele Ward and Gary Herman probe the various merits of buying, renting and leasing kit in a special feature on **pages 22 and 23**.

Sales & Marketing

Only people who sell for a living can truly understand the emotions that go with closing a deal. Keith Francis explodes the myths that surround the close on **page 14**.

4GL Grand Prix

The recent *Computer News* 4GL Grand Prix exhausted the contestants and gave their products a rigorous testing. We review the entries on **page 18**.

Cad/Cam

Ron Keeley takes a look at the show on which even IBM put its seal, on **page 19**.

PC Report

Users producing large documents don't need to be programmers to use Rank Xerox's new desktop publisher. See **page 20**.

Eftpos

The dream of the cashless society is slowly becoming a reality. **Page 28**.

News	2, 3, 4, 6
Companies	10, 11
What's On, Opinions	12
Letters	13
Work & Pay	26
Products	27

APPOINTMENTS

Starting this week on page 29
Opportunities in DP management to £28K
Project leaders to £25K
Analyst programmers to £18K
Turn to Computer News Appointments for your next move

"Plans call for 30% growth over the next three years."

(Continued from previous page)

Plans call for 30% growth per year after year one. Masi said in order to grow, IDC would increase its share of the user market from 13% in 1987 to 18% in 1990. He also sees IDC's international marketshare picking up, with 30% of the company's business being generated outside the U.S. over the next three years. Under this plan IDC would produce $80m in revenue by 1990.

Masi also outlined his goals for the year. "We must improve IDC's marketing and public relations activity; encourage greater teamwork among IDC staff; promote more effective product planning; develop effective human resource development; and place greater emphasis on meeting the customers' needs," he said.

"By developing hot products, keeping our customers happy and nurturing competent well-organized people, IDC will reach its financial goals over the next three years," Masi emphasized.

From CW/Peterborough:

Computers in Science targets $3.1 billion marketplace

First publication to focus on computer use in R&D and labs

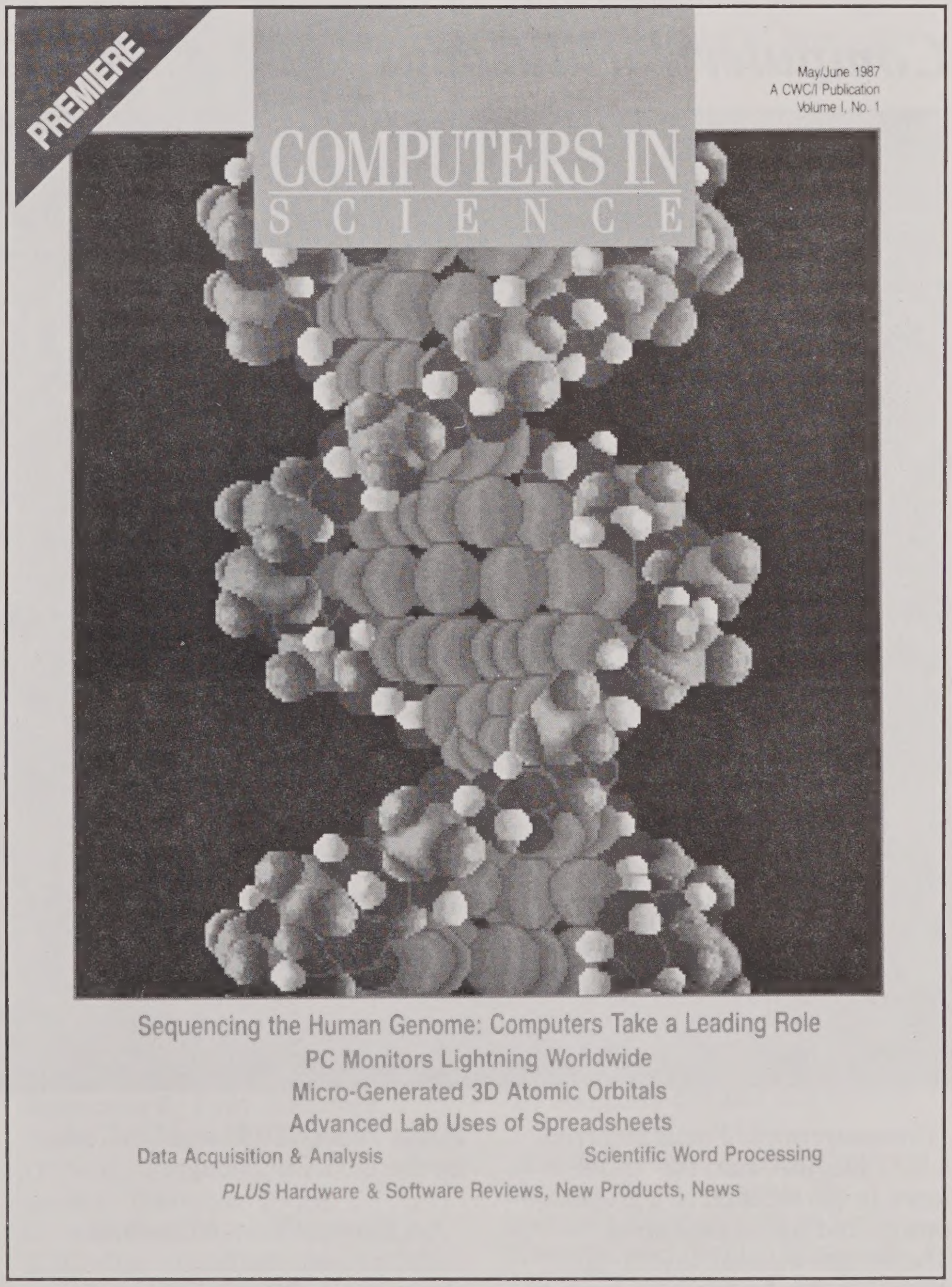
CW/Peterborough has announced its latest publication, *Computers in Science* , designed to meet the information needs of the scientific community. This bimonthly magazine will premiere with its May/June issue reaching over 75,000 readers.

"The scientific market is growing. IDC predicts 20% growth over the next two years," said Publisher **George Laughead**. "Vendors have traditionally found it difficult to reach the decision makers in this marketplace -- most do not read the general computer trade magazines. Our publication offers them direct access to their target market. There are no other publications in the field that meet this need."

The editorial content of *Computers in Science* will focus on the scientist and his growing reliance on computers for research, development and laboratory work. The publication will cover computer use in all areas of hard science -- physics, astronomy, chemistry, biology, earth science and life science. Managing Editor **Michael Comendul** has assembled a staff with broadly-based backgrounds in both the scientific and computer areas. "Our team will speak to the readers at their own level through applied user-oriented features, as well as with reviews written by professional scientists," said Comendul.

Computers in Science will distribute 75,000 copies on a qualified controlled and paid circulation basis. The initial readership includes managers of R&D facilities at the Fortune 1000 companies, major government and university research labs and medical institutions. Additional copies will be distributed through 1,000 college bookstores and the magazine sections of computer retailers.

"For the first time, our advertisers can reach this truly untapped market in an editorial environment of the highest and most specific quality," said Laughead. "Initial response has been very enthusiastic and we have high expectations for our first issue."



PREMIERE

May/June 1987
A CWC/I Publication
Volume I, No. 1

COMPUTERS IN SCIENCE

Sequencing the Human Genome: Computers Take a Leading Role

PC Monitors Lightning Worldwide

Micro-Generated 3D Atomic Orbitals

Advanced Lab Uses of Spreadsheets

Data Acquisition & Analysis

Scientific Word Processing

PLUS Hardware & Software Reviews, New Products, News

Computerworld Party Ltd. announces three-publication promotion in Australia

Single advertising package helps three key markets reach cross-section of technology professionals

Computerworld Pty. Ltd. recently introduced its Megastar 1000 Ad-PLUS program in Australia. The program helps advertisers reach three important information technology audiences through *Computerworld Australia,* Australian *PC World* and *Communications World.*

"We are integrating three markets into a single advertising ad package -- DP professionals, end users and communications managers," said Computerworld Pty. Managing Director **Alan Power**. "Advertisers receive the volume buyers they need, and our readers receive the information they want."

Computerworld Pty. Ltd's world-wide publishing leadership has been built by meeting the information needs of professionals interested in specific technologies.

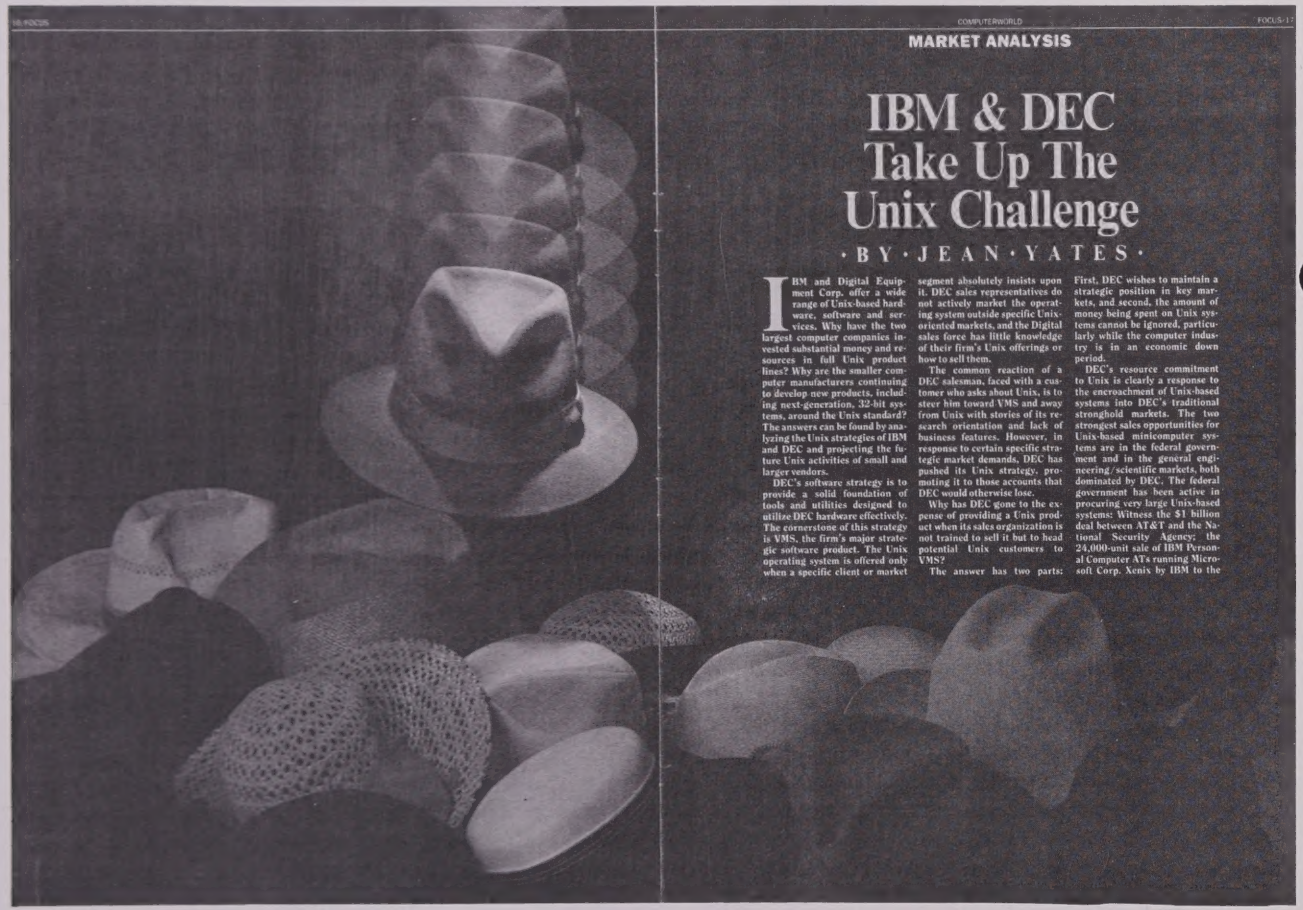
Computerworld Australia serves the needs of DP professionals. *PC World* is read by end users and people involved in departmental computing. While *Communications World* provides information to communications management and technical specialists.

Advertisers book space in the publication that closely fits their target market. But Computerworld Pty. also recognizes the need on the part of some vendors to reach all three marketplaces. Certain peripherals manufacturers, PC software developers and modem suppliers need to reach a cross section of information technology professionals.

"We're meeting the needs of this group of advertisers with Megastar 1000 which offers special rates to vendors who book space in all three books," said Power. "We're helping them gain exposure across a range of target markets."

Computerworld Pty. Ltd. also publishes Australian *Macworld* for users of the Apple Macintosh computer.

Computerworld Focus wins a 1987 DESI Award



COMPUTERWORLD

MARKET ANALYSIS

IBM & DEC Take Up The Unix Challenge

·BY·JEAN·YATES·

IBM and Digital Equipment Corp. offer a wide range of Unix-based hardware, software and services. Why have the two largest computer companies invested substantial money and resources in full Unix product lines? Why are the smaller computer manufacturers continuing to develop new products, including next-generation, 32-bit systems, around the Unix standard? The answers can be found by analyzing the Unix strategies of IBM and DEC and projecting the future Unix activities of small and larger vendors.

DEC's software strategy is to provide a solid foundation of tools and utilities designed to utilize DEC hardware effectively. The cornerstone of this strategy is VMS, the firm's major strategic software product. The Unix operating system is offered only when a specific client or market segment absolutely insists upon it. DEC sales representatives do not actively market the operating system outside specific Unix-oriented markets, and the Digital sales force has little knowledge of their firm's Unix offerings or how to sell them.

The common reaction of a DEC salesman, faced with a customer who asks about Unix, is to steer him toward VMS and away from Unix with stories of its research orientation and lack of business features. However, in response to certain specific strategic market demands, DEC has pushed its Unix strategy, promoting it to those accounts that DEC would otherwise lose.

Why has DEC gone to the expense of providing a Unix product when its sales organization is not trained to sell it but to head potential Unix customers to VMS?

The answer has two parts: First, DEC wishes to maintain a strategic position in key markets, and second, the amount of money being spent on Unix systems cannot be ignored, particularly while the computer industry is in an economic down period.

DEC's resource commitment to Unix is clearly a response to the encroachment of Unix-based systems into DEC's traditional stronghold markets. The two strongest sales opportunities for Unix-based minicomputer systems are in the federal government and in the general engineering/scientific markets, both dominated by DEC. The federal government has been active in procuring very large Unix-based systems: Witness the $1 billion deal between AT&T and the National Security Agency; the 24,000-unit sale of IBM Personal Computer ATs running Microsoft Corp. Xenix by IBM to the

Computerworld Focus received a 1987 DESI Award for "excellence in the creation of a graphic design and for its execution." The award-winning layout appeared in the August 1986 issue of *Focus* , titled "IBM and DEC take up the UNIX challenge."

Art director **Tom Monahan** and the *Focus* staff came up with the original concept, which was executed by staff photographer **Geoff O'Connell**.

The awards are given by*Graphic Design: USA* , a monthly graphics trade journal.

Fund raising smash success for Easter Seals

IDG matches donation for charitable organization

IDG increased its donation to the Easter Seals by over $300 this year, according to IDG's Easter Seals Team Manager **Kevin Smith**.

The Easter Seals is a charitable organization whose services include: rehabilitation (physical, speech and occupational therapy), specialized swimming and camping programs, stroke support clubs, and other similar services for the physically handicapped.

This year's donation was raised through a series of volleyball games and a raffle. Smith, a credit analyst with IDG, coordinated a similar volleyball game series for the first time last year, raising $600 for the Easter Seals cause and earning a silver trophy for the team.

Volleyball tournament
This year, IDG and IDC employees split into two teams and squared off against each other. After five games, the players took home not only a silver trophy, but a gold trophy as well. In addition to Smith, the players included **Joanne Blanc, Averie Rosemark, Don Shadley, Mike Rosemark, Mike O'Neil, Tomoko Hori, Becky Dawson, Brad Goodwin, Julie Theobald, Rick Buroni, Kara Kearnon** and **Bob Callery**. "People realize the seriousness of the cause," says Smith, "but they still have a lot of fun playing."

Raffle winners
In addition to the volleyball game this year, Smith organized a raffle to raise additional funds. Cash prizes were provided by IDG. First place, $100, went to **Andrea Seiff** of IDG, While **Gayle Acquafresca** of IDC won $50 and **Libby Levinson** of IDC won $25.

Matching donation
The raffle raised this year's total to $905 with the help of the IDG Matching Donations plan. The plan matches the amount of money which a group or individual in the company donates to a charity.

Smith has been interested in charities for some time. He sponsors a foster child in South America, and decided that work-

(Continued on page 8)

Masi and Zachmann address COMDEX in Las Vegas

Describe what to expect from ATT, IBM and industry

IDC Chief Executive Officer **Carl Masi** recently chaired a breakfast debate at the Las Vegas Comdex conference and trade show entitled "AT&T and IBM Reorganizations: What to Expect." The panel participants were **Amy Wohl**, president of Wohl Associates and IDC's Corporate Vice President of Research, **Will Zachmann.** Over 400 computer industry professionals attended.

Aging giants

Masi opened the session with a brief introduction characterizing ATT and IBM as "aging giants" who have tried over the last three years to enter each other's marketplaces. The panel engaged in a debate to determine why neither company has succeeded.

Confusion

"ATT took the 'shotgun' approach to entering the computer business by buying up alot of loose technology. What they found was that putting the AT&T label on this equipment far from guaranteed sales. In fact, it created confusion on the part of customers who didn't know what they were suppose to buy from ATT. It also created an environment where it was almost impossible to manage their inexperienced sales force. The majority of their salespeople were as unfamiliar with data processing as they were with their growing product line. Senior managers, who basically grew up in the telephone business, were also at a loss because they lacked DP experience necessary to bring the two worlds together," said Wohl.

Zachmann's paradigm...

"The industry in general is entering the second generation of information systems. The movement is away from proprietary systems toward distributed processing dominated by microcomputers. This hurts traditional vendors like IBM who are often slower to bring new products to market and who obviously have a vested interest in their installed base. The future doesn't lie with traditional or proprietary operating systems, but with innovative products that will meet the users' needs," said Zachmann.

Monopolist's demise

"IBM has a long established track record of behaving as a monopolist in markets where they incorrectly believe they have monopoly control. Their strategy failed miserably in the electronic typewriter market, where their marketshare was once 95% and is now 30%. In the computer industry, their insistence upon developing proprietary architectures has helped standard bearers like Compac succeed," said Wohl.

Expensive solution

"AT&T, in the wake of divestiture three years ago, looked at the computer industry as a natural progression from their current product base. The idea that intelligent or 'smart' networks would begin to meet some of the processing needs of the business users proved to be wrong. The reality is that pursuing this tactic is too expensive for the customer and that there are far more 'cost-effective' approaches. AT&T also entered the market at about the same time the computer industry began its slump. Once again, the grass didn't prove to be greener..." said Zachmann.

They can come back...

"While AT&T and IBM have fallen on hard times as of late, they are still great corporations who have helped the U.S. become the major power that it is today. I see these companies reemerging over the next three years the way DEC and Apple have come back."

Carl Masi, Amy Wohl and Will Zachmann at COMDEX

Facilities planner directs CW/Framingham rennovation

Biweekly memos update progress

Ginny Forster recently joined the corporate staff of IDG Communications as the company's project manager for facilities planning. One of her first assignments is to manage the renovation of the CW/Framingham facility on Cochituate Rd.

"My first order of business was to choose a space planner who could coordinate the renovations. It was crucial to select a firm that had experience designing space for similar businesses in similar situations," said Forster. "The fit between our organizations had to be right."

The firm of Graham/Meus was selected because of their recent work for *Boston* magazine, I.H.R.D.C., a Boston-based publisher in the international petroleum industry and the public relations firm of Agnew Carter.

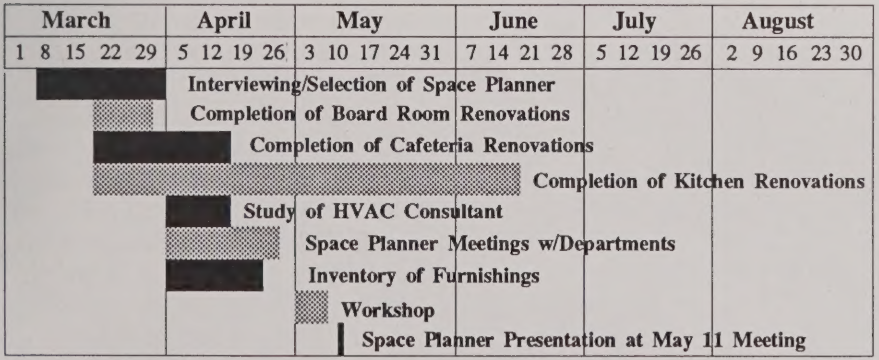
During April Forster and the space planning group met with representatives of all the departments located at CW/Framingham to determine their space needs. "Our meetings have been very productive and the employee input will help us 'build-in' solutions to the current and anticipated space requirements," said Forster.

Initial renovations have included the March facelift of a board room on the first floor of the building. The cafeteria facilities have also been improved with the addition of new flooring, wallpaper and furniture. The area was reopened mid-April for use by employees. The kitchen portion of the space is also scheduled for renovation. By mid-June new flooring, appliances and wallpaper will be installed .

Forster keeps the staff at the Cochituate Road facility well informed with biweekly memos and the "Renovations Update" bulletin board (see chart) which is centrally-located in the production area of the building. As renovations, progress a star is affixed to completed projects.

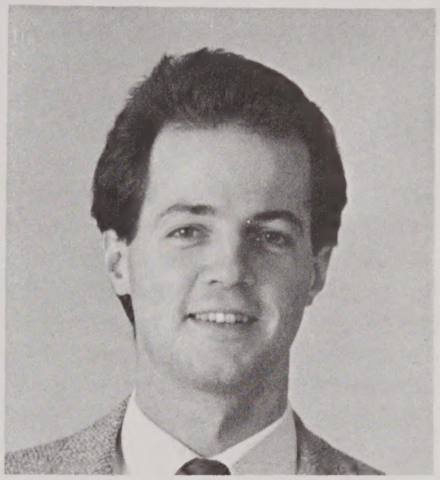
"I try to keep everyone up-to-date as things happen," she said. "Our project will not be completed overnight, but we are making real and noticeable progress. The input I continue to receive is my most valuable tool as I help create a working environment that is comfortable and supports productivity. I would like to thank everyone for their help and patience, as we continue to move ahead with our plans."

Renovation Schedule



PEOPLE

Sullivan appointed financial analyst



Mark Sullivan has been appointed financial analyst for IDG Communications/Inc. In his new position, Sullivan will be responsible for the financial analysis of existing operations, analysis of forecasts and trend data, participation in the preparation of the annual budget, and the world wide, long-range plan.

Sullivan joined IDG Communications after a four-and-a-half year tenure at General Electric Company in Massachusetts and Michigan. Most recently, he was operations analyst for the company's Mansfield, Massachusetts site, where he prepared monthly financial reports and the $40m operating budget, developed monthly and quarterly forecasts and provided analytical support to the controller and other key management.

Previously, Sullivan was manufacturing operations analyst for the company in Detroit, Michigan. There he performed cost-benefit studies, analyzed results and maintained the cost system of a new product section and generated reports and analyses for key management.

(Continued on next page)

(Continued from previous page)

Prior to working for General Electric Company in Detroit, Sullivan was enrolled in and completed the company's Financial Management Program, a two-year graduate-level program providing classroom and on-job training, exposing him to various business environments on a rotational basis.

Sullivan is a graduate of Michigan State University, East Lansing, Michigan, with a B.A. in Financial Administration. A native of St. Clair, Michigan, he now resides in North Easton Massachusetts.

Ian Warhaftig

Ian Warhaftig was recently named personal computer market analyst, marketing research, for the IDG Marcomm Group. The IDG Marcomm Group provides marketing communication services, including market research, direct marketing and sales promotion, primarily to member companies within IDG, including IDG Communications and IDC.

IDG WORLD UPDATE

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Contributing Editors
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Larry Bishop
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Susan Perry
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Melissa Strayton
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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex 95-11-66-651; On-Tyme mailbox: IDG. WORLD UPDATE.

Warhaftig's responsibilities involve providing PC industry data to all of the domestic IDG Communications publications, as well as handling all requests for personal computer market information.

Prior to this position, Warhaftig served as senior market analyst for the Storage Products Market Program of IDC. He has also taught computer science at Newbury College, Boston, Massachusetts.

Warhaftig holds a Master of Education from Cambridge College, Cambridge, Massachusetts, and a B.A. from Bethany College, Bethany, West Virginia. A native of Springfield, Massachusetts, Warhaftig now lives in Cambridge, Massachusetts.

David Pronenko

David Pronenko has been appointed district sales manager for *Network World* in Irvine, California.

As *Network World* district manager, Pronenko will oversee the southwest territory and assume advertising and sales responsibilities for this large, rapid-growth area.

Prior to joining *Network World*, Pronenko was the district manager for *Micromarket World*.

Pronenko holds a B.A. from California State University/ Fullerton. A native of California, Pronenko resides in Mission Viejo, California with his wife.

MariLynn Jackson

MariLynn Jackson will be working with **Tom Tolbert** in the Atlanta office as sales assistant for *Network World*.

Jackson has been with the company since December 1985, starting as a sales assistant for *Micro-Market World*.

ANNIVERSARIES

ONE YEAR
Lisa Hausafus - PCWCI
Valerie Kuletz - PCWCI
Margaret LePage - CW/P
Martin Meier - CW/W.Germany

TWO YEAR
Steve Hietala - IDG
J. Kelley Younger - PCWCI
Gebhard Osterwalder - CW/W.Germany

FOUR YEAR
Jeanne DeFlorio - IDC
Kenneth Sutcliffe - CW/P

FIVE YEAR
Jill Dondel-Stevens - IFW

Easter Seals donation

(Continued from page 5)

ing with the Easter Seals would be another good way to help those in need.

Smith plans to continue his involvement with the Easter Seals each year, but is unsure at this time what his strategy will be to continue increasing the company's donation. "I would like to thank everyone who donated and played on our teams this year," says Smith, "and I would like to thank IDG for their continued support of this charitable organization."

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 20
MAY 18, 1987

Digital World for Australia

Computerworld Pty. Ltd. has announced its latest publication, *Digital World*, designed to meet the information needs of Digital Equipment users in Australia. The quarterly publication premiered in the March 27 issue of *Computerworld Australia.*

With the addition of this publication, IDG Comunications now covers the DEC marketplace in three countries. *DEC Today* is published in the UK and *Digital News* in the U.S.

"The Digital marketplace is proving to be one of the most exciting markets in the information technology industry," said **Alan Power**, vice president of IDG Communications Pacific Region. "Here in Australia the DEC ranks a healthy number three after IBM and Unisys. The time has come to serve the needs of the Digital audience through a targeted publication."

For the remainder of 1987 *Digital World* will be published as a quarterly insert in *Computerworld Australia.* Plans call for the publication to go bimonthly next year.

The premiere issue was 28 pages with strong support from advertisers. In addition to being distributed to the entire *Computerworld* subscription file, another 4500 copies of *Digital World* were also sent to DECUS (DEC user group) membership in Australia and New Zealand.

A comprehensive qualification card was also included in *Digital World* to obtain user information and statistics.

"We see a major opportunity to expand Computerworld Pty's business in this marketplace. Our first entry into the market is *Digital World* and so far the response has been very encouraging," said Power.

Computerworld Pty. is also exploring the possibility of sponsoring a DEC World Exposition.

DIGITAL WORLD

The newspaper for users of Digital systems

March 27, 1987

Monosson: DEC strategies/3
Vax's military coup/10
Balancing the Risc/19
A Digital view of IBM/23

Clearing house goes for relational DBMS

Switch to Vax stuns suppliers

By Narelle Hooper

SYDNEY — Australia's main short-term money market securities clearing house Austraclear has stunned traditional fault-tolerant suppliers by opting for fault-tolerant Vax hardware yet to be released.

The $A3 million contract to renew its systems will make Austraclear Ltd the world's first clearing house based on a fully relational database system. It is also a significant strategic victory for Digital, which until now has found itself eluded by the lucrative, long term pickings of the financial market.

Austraclear is owned by 85 finance and banking institutions, and its turnover on a busy day exceeds $A8000 million. It holds securities approaching $A26,000 million on behalf of its member clients.

"It is absolutely vital, you just cannot afford to have downtime," said its managing director, Keith Ussher. "We are such an integral part of this market that it is vital that we maintain our systems."

At first Digital opted out of the race early. But discussions with one of Digital's US senior officials catapulted the company back into contention and, after independent analysis, Austraclear chose a clustered Vax system over the fault-tolerant Stratus and Tandem machines which have found favor in the finance sector.

The company's two and a half year-old Datapoint system, consisting of five front end Datapoint 8800s and 32 8600 processors, was installed to service an expected 75 to 100 clients. The finance business explosion driven by Australia's banking deregulation means that the system now serves up to 600.

The system has been creaking under the strain, but sources outside the company say it has had more than its fair share of downtime from the beginning. Datapoint did not tender for the replacement contract.

Digital will provide a total disaster back-up and offsite recording facility. Dual, 32M-byte fault-tolerant processors, yet to be released, will be used for production and another Vax for development.

"We have made sure we are not single-point sensitive," said John Pilch, Austraclear's manager of information services.

The company estimates savings of up to $A500,000 by hooking the system into its existing 250 terminals rather than replacing them.

Oracle will provide database development tools and the environment, and Aus-

■ *Jack Smith . . . Digital's senior vice-president, setting directions for the future.*

Heir-apparent sets course for future

IS THERE life after VMS? Like it or not, the Vax operating system is aging and Digital must soon face its next generation of operating system.

Jack Smith, Digital's senior vice-president with worldwide responsibility for engineering, manufacturing and product marketing, is already looking to the future and the company's next generation of operating system.

Providing an intriguing insight to Digital's future directions during a recent Syd-

portance of Unix decreasing — a view opposed to Digital's stated strategy.

"I think what is going to happen is that as you see more applications laid on top of VMS and as people do more experimentation with Unix relative to some of the sophisticated applications they are going to find out that Unix does not have the horsepower," he said.

"Our future product strategy assumes that it is going to be important, but we are going to handle it in a different way in the future than we did in the past."

The 51-year-old engineer, who joined

IDC analysts outline challenges DEC may face in the future

Over the next 18 months the prognosis for Digital Equipment Corporation is very good, according to IDC's recent DEC Conference. However, in the view of several conference speakers, there may be tough times ahead for the corporation over the long term.

"Evidence suggests that Digital will continue to gain market share over the next 18 months. There is reasonable expectation, however, that this momentum will wane in a 24-26 month period," said **Dave Moschella,** IDC's vice president of systems research. Moschella added that this trend may develop because DEC's current strategy runs counter to some of the major forces in the industry, particularly PC DOS, Unix and proprietary or emerging semiconductor technology.

The IDC conference entitled, "The Digital Challenge," took place April 21-22 at the Hyatt in Cambridge, Massachusetts. Over 200 industry executives participated in the two-day event designed to examine DEC's position in the information technology industry today and in the future. The conference examined DEC from several perspectives ranging from the keys to its overall success, to the strategy behind its ability to penetrate markets such as manufacturing, office automation, personal computers and communications.

(Continued on page 5)

Bob Randolph, director of IDC's DEC Advisory Service confers with clients.

Kim Myhre, vice president of IDC's Communications Services answers an attendee's question.

Additional $3,000 for Easter Seals

CW/Framingham raises donation

CW/Framingham employees increased their donation to the Easter Seals Foundation by 1,000% over last year, according to co-organizer **Mitchell Hayes**, *Computerworld's* graphics editor.

The Easter Seals Foundation is a charitable organization whose services include physical and occupational therapy for the physically handicapped.

Through individual donations and a volleyball tournament sponsored by the family and friends of CW/Framingham employees, the group raised $1,615.30. IDG's matching donations program increased this year's total donation to over $3,000 compared to the $300 raised in 1986. This is in addition to the $905 donation from IDG and IDC employees reported in the May 4 issue of *IDG World Update*.

The drive was organized by Mitchell Hayes and **Jeff Pennett**, Atex system manager. Together with captains, **Parth Domke**, assistant to the editor of *Computerworld* and **Sue Gauvin,** paste-up artist, they were able to organize four volleyball teams to compete in the Easter Seals tournament.

"In total our teams played 12 tough games, bringing home two gold and silver trophies. Their hard work and dedication paid off and we were able to significantly increase our contribution this year," said Jeff Pennett.

(Continued on page 8)

CW's first Town Meeting:
Progress report, key issues discussed at forum

CW/Framingham employees participated in a "Town Meeting" on Monday, May 11 to review the business unit's first quarter results, discuss the progress of the facilities' renovation plan, as well as to share their views on a variety of issues.

The Town Meeting was called by CW/Framingham President, **Lee Vidmer** in response to employee requests for information. "There was great interest in bringing the whole group together to address a number of issues," said Vidmer.

CW/Framingham number #1

IDG Communications CEO **Axel Leblois** opened the meeting with a discussion of CWCI's recent name change, presenting the IDG corporate video to the audience. He also provided an assessment of the corporation's first quarter results. He reported that CW/Framingham is still in the top position within the company --producing half the revenue for the corporation. "In general the corporation is developing very well. In all markets, however, we find our competitors growing. This is very apparent here in the U.S. We must pursue very aggressive sales and marketing programs in order to expand upon *Computerworld's* success and ensure its preeminent position in the industry."

Management responds

Lee Vidmer shared CW/Framingham's first quarter results as well as providing year-end revenue forecasts. She stressed that the group's succcess is predicated upon the efforts and activities of every member of the organization. "This is your company and you impact its direction. We hope that meetings like this will help you air your views and concerns to help management respond to your needs," said Vidmer.

Employee input key

Paul Gillin, executive editor of *Computerworld*, reported on the progress of the Employee Relations Task Force. The committee's charter is to provide a forum for employees to voice their comments and concerns to management. Gillin acknowledged the members of the group and described their participation in the recent renovation activity.

"Over the next month we will be putting a steering committee together to propose a smoking and non-smoking policy for the

(Continued on page 6)

Ginny Forster, headquarters project manager, and Gary Graham meet with Axel Leblois, IDG Communications CEO.

CW/Framingham employees gather for first "Town Meeting."

Employee reps. to improve CW/Framingham operation

Recent renovation workshop offers time to share ideas and views

On May 6 twenty-six representatives from various departments within CW/Framingham participated in a "Design Workshop." One aspect of the meeting was a session where the employees themselves designed the ideal working environment for CW/Framingham staff.

"Our goal for the afternoon-long workshop was to plan a series of creative problem solving sessions. Participants were asked to go through a series of exercises to help them understand the needs of other departments at CW/Framingham and then to design an 'ideal' space plan," said **Ginny Forster**, headquarters project manager for facilities planning.

The workshop was organized and lead by Gary Graham and Dan Meus from the space planning firm of Graham/Meus. "The sessions were designed to provide employees with the opportunity to structure the floor plan according to their needs. The feedback we received will be invaluable in planning the final working environment," said Gary Graham.

Participants were first asked to take a tour of the facility, visiting each department and interviewing the staff about their particular job functions. This exercise was designed to help the group develop a sensitivity to the operating needs of others within the facility. Many remarked that they were not fully aware of what each department did and how they functioned on a daily basis.

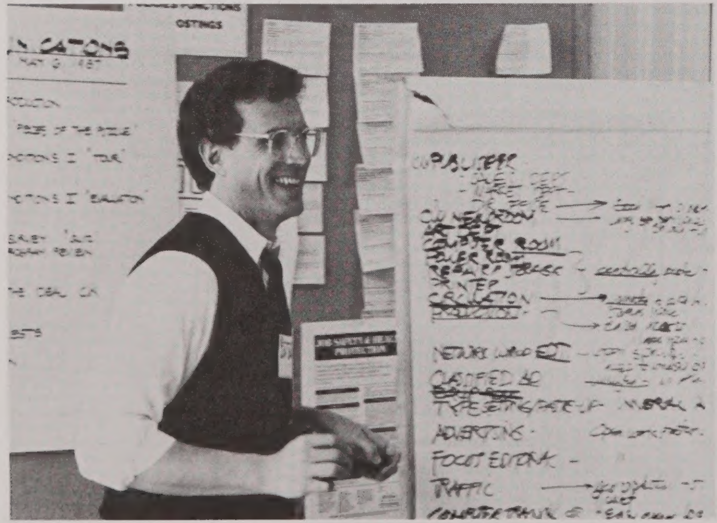
The group then broke up into teams to discuss the pros and cons of the facility. A "pop quiz" at the end of the session measured the groups' "attitudes" about the facility and provided the space planners with subjective feedback from the exercise.

The last session gave participants the opportunity to create the optimal working environment for CW in Framingham. The results of previous departments meetings, where approximate square footage for each job function was established, provided the basis to help attendees lay out the floor plans.

One participant suggested connecting departments, which must be separated from one floor to the next, through a spiral staircase. Another thought of creating a large conference room which could be subdivided by partitions for smaller meetings.

"The day was very productive. The space planners were able to gain an understanding of the working environment that would be the most productive for our employees. And I think the participants also gained realistic insight into the planning process, which floor plan layouts are feasible and which are not," said Forster. "Most importantly, employees were able to 'have a say' in the design of their future space."

Over the next two-to-three months plans are under way to replace picnic tables, complete the cafeteria and kitchen, install a luncheon service and redo the volleyball court. During this time the space planners will also be working on the floor plans by department and then the overall layout of the building. Plans call for the project to be sent out to bid by late summer and construction to be under way this fall.



Gary Graham of Graham/Meus addresses "Design Workshop" participants.

Employee representatives meet to plan facilities renovation.

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 20 MAY 18, 1987

CIRCULATION DIRECTOR ASSISTANT

Computerworld in Framingham is looking for an assistant in the Circulation Department to assist the circulation operation in meeting its goals. Responsibilities include learning to analyze and interpret circulation reports, liase with the mailing house to ensure on time mailings of invoices and renewals, administration of department, record keeping, travel arrangements. Knowledge of the PC is helpful, but not required. Candidate should be good with figures and calculations. Some travel involved. Contact Nancy Merritt (617)879-0700 x360.

SENIOR EDITOR

NWW's Editorial Department is looking for a senior editor in the Communications Manager Section to provide section materials and news and feature stories. The section responsibilities include writing a lead story each week and two columns each month. Two columns must also be solicited from outside contributors each month. News writing responsibilities outside of the sections include two to three stories each week on a wide variety of communications industry/technology topics. A longer feature story is due every six weeks. A minimum of three years of journalism experience and at least two years of involvement in the communications/computer industry and a high school diploma are all required. Contact Bruce Hoard, Editor, *NWW*, P.O. Box 9171, Framingham, MA 01701.

SALES/CLIENT SUPPORT REPRESENTATIVE

IDC in Framingham is looking for a sales/client support representative in the Data Resources department. Responsiblities include: database applications conceptualization and development including prospecting, sales market planning, sales analysis, and sales forecasting and applications on the DDI system, any online systems, and personal computers; supporting client's use of computerized database on client in-house systems, DDI, other service bureaus, and personal computers; telemarketing, including market segmentation, prospecting, calling, communicating product features and benefits, arranging meetings and closing some sales; teleresearch including selecting targets, designing questionnaires, calling and compiling results. Experience in database applications development and hands-on computer use are required. Telephone sales, telephone market research and/or telephone surveying experience is also requried. Direct sales experience is a plus. A Bachelor's degree in business administration is required, and a marketing major is preferred. Contact Mike Raimondi (617)872-8200.

MARKETING ASSISTANT

Run and *AmigaWorld* magazines in Peterbborough, New Hampshire are seeking an organized individual to assist the marketing manager as a marketing assistant. Responsibilities include assisting the manager with research, preparation of monthly P&L reports, trafficking printing jobs, analyzing competitive ad pages, word processing, preparing special marketing reports, writing and proofreading copy, some administrative duties and assisting at trade shows. This individual should have strong organizational skills and have the ability to work well under pressure and meet deadlines. Candidate should also be able to perform statistical calculations and pay attention to detail. A working knowledge of computer word processing, spreadsheets and databases would be helpful. Someone with related college level education and/or marketing experience desirable. Contact Steve Robbins, *RUN* and *AmigaWorld*, 80 Elm Street, Peterborough, NH (603)924-9471 x420.

PRODUCT MARKETING COORDINATOR

IDC Framingham has an opening for a product marketing coordinator in the Financial Services Department. Responsibilities include assisting the product manager as well as supporting the sales staff. The duties will include maintenance of the prospect list, production of direct mail campaigns, phone follow-up, client surveys, and assisting in the day-to-day activities. Candidate should be well-organized, detail oriented and have experience with a Wang Word Processing System along with being open to new challenges. One to two years of sales or marketing experience is a must. Contact Terri LeBlanc, Product Marketing Manager, Financial Services Department, at IDC (617) 872-8200.

CLIENT SERVICES REPRESENTATIVE

IDC in Framingham is looking for a client services representative for the Leasing Planning Service Department. This is an entry-level opening for a client services representative offering a challenging and fast-paced work environment and the opportunity to learn the telecommunications industry in particular. Primary duties include supporting the product manager, handling client inquiries, analyzing industry announcements, and residual value forecasting. Strong analytical and writing skills are required, and a degree in finance is prefered. Contact Louise Dunne, LPS, IDC, 5 Speen Street, Framingham, MA 01701.

CLASSIFIEDS

For Sale: 1983 Toyota Corolla, 5-speed manual transmission, 2-door. 55,000 miles. Excellent condition. $3,500 or nearest offer. Contact Simon Willsmer at IDC (617)872-8200 x550, evenings (617)877-9888.

For Sale: Grid Compass computer with 512K Ram. Includes: 388K bubble memory, 360K external 5 1/4" disk drive, 1200 baud internal Hayes compatible modem, Grid OS operating system. Integrated software: word processing, data base, graphics, spreadsheet, programming language. $1,800. Contact Dawn Matthews, *inCider*, (603)924-9471 x248, or after 5:00 p.m. (603)924-3097.

For Sale: 1984 Renault Alliance, 27,000 miles, 5 speed, excellent condition. Blaupunkt AM/FM cassette stereo, cloth interior. Contact Martha Stewart at *Computerworld* in Framingham (617)879-0700 x219, 653-8698 or 655-6114.

For Sale: Large double utility sink circa 1930, green porcelain, includes faucets, drain and wall braces. $150. Contact Dawn Matthews, *inCider*, (603)924-9471 x248 or after 5:00 p.m. (603)924-3097.

For Sale: 1889 New York Martin Guitar. $800. Contact Dawn Matthews, *i nCider*, (603)924-9471 x248 or after 5:00 p.m. (603)924-3097.

MARK YOUR CALENDAR

May 18 - 19	IDG Communications Sales Training 375 Cochituate Road, Framingham Contact Linda Bowes, IDG x554
May 21 - 22	IDG Communications Sales Training 375 Cochituate Road, Framingham Contact Linda Bowes, IDG x554

InfoPC creates two new exciting promotions for computer shows

Radio controlled blimp circles exhibition hall

InfoPC , a magazine published by CW/Communications, SA, created two unique promotional campaigns for two recent computer shows in France: an electrical wheel train to transport attendees and a radio controlled blimp. Both vehicles prominently displayed the *InfoPC* logo.

According to **Remy Lescure**, marketing manager for the publication, "In both cases we were looking for a dramatic way to attract the attention of attendees and alert them to our presence at the shows."

At the SICOB computer show, April 6-11, *InfoPC* sponsored an electrical wheel train which transported over 12,000 attendees. The "InfoPC Express" made 60 trips a day between the subway station and the SICOB halls. Over 175,000 computer industry professionals attended the show.

During the European PC Forum held last February in Paris, *InfoPC* also attracted attention. Organizers contracted the services of a radio controlled blimp measuring 5 meters long by 2 meters high. The blimp circled the hall continuously drawing the attention of some 35,000 attendees. *InfoPC* has also negotiated the exclusive rights to the blimp for use at any computer show in the world.

Radio controlled blimp circles exhibition hall.

"InfoPC Express" at SICOB computer show

DEC executives outline their plan to meet challenges

(Continued from page 2)

DEC also faces some very important challenges from IBM as well as emerging competitors according to **Bob Randolph**, director of IDC's DEC Advisory Service. "In order for DEC to meet these challenges, it must focus on three areas; online transaction processing, workstations and it must aggressively protect its preeminence in the high-end engineering/scientific marketplace," said Randolph.

A key aspect of the conference was the participation of senior DEC executives. Robert C. Hughes, vice president of DEC's Service Industry Marketing, told the audience in his keynote speech that, "We still have some work to do." That work consists, in his view, of showing potential customers how to move to the Digital style of computing which emphasizes distributed computing and decentralized organizational styles similar to that of Digital itself.

Fran Gens, vice president of IDC's Technology Management Service, evaluated DEC's position versus IBM. Gens presented a scorecard of wins and losses as each company battles to gain and retain market share. DEC came out ahead by a narrow margin. Additional time was spent evaluating Digital from the user's point of view through a panel discussion moderated and organized by *Digital News* President, **Pat Kenealy.**

"This conference was an outstanding success on all counts. Feedback from participants was extremely positive," said Bob Randolph.

MIS executives wary of IBM's PS/2 according to recent IDC survey

Over 200 MIS and industry executives were polled at IDC's Spring Executive Conference concerning IBM's recent announcement of its new personal computer line, the PS/2 . They gave mixed reviews to the product with the majority evaluating the product with "Moderate Enthusiasm" or "Where's the Beef?" Only 1% of the attendees expressed "Unbridled Enthusiasm," while 4% expressed "Dismay and/or Outrage." (See chart below)

Commenting on the survey results, **Aaron Goldberg**, IDC's Vice President of Microcomputer Research Services said, "Although the buildup by IBM would indicate that the PS/2 was revolutionary, our research shows that the PS/2 is not a breakthrough product. IDC clients are justifiably wary of the implications for PC migration and the threat of proprietary architecture."

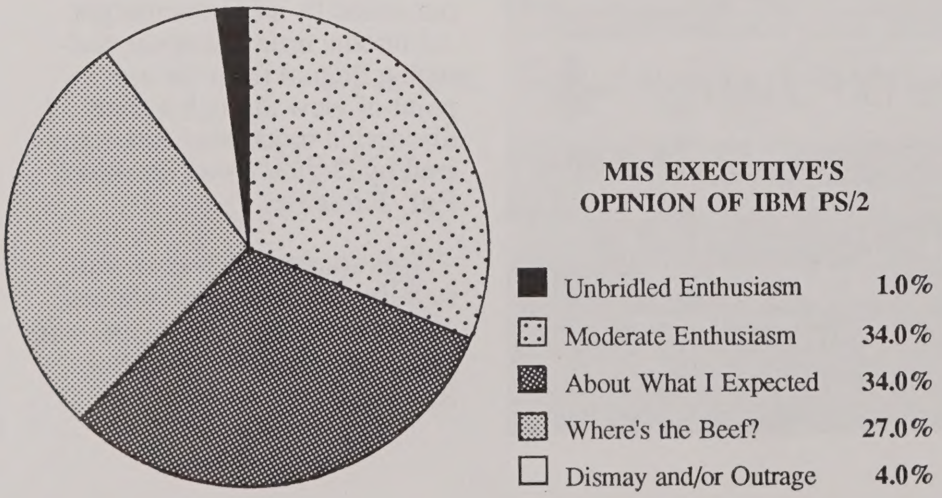
The survey respondents gathered for IDC's three-day conference, May 4-6, which took place at Amelia Island Plantation in Florida.

The conference program focused on the challenges of internetworking, a term used to describe the development of multicarrier multivendor networks. Featured speakers included **J. Carl Masi**, IDC's Chief Executive Officer, Lark Allen, Manager of Telecom Marketing at IBM, Michael C. Thurk, Manager of Network and Communications Products at Digital Equipment Corporation and Dr. Allen F. Rehart, AT&T's Director of Data Networking Strategy.

Executives from Ford Motor Company and K Mart presented their corporate strategies for internetworking and a workshop series which tackled such issues as "Implementing the Strategic Plan," "Planning Private Networks," and "Future Carrier-Based Information Services."

The conference was sponsored by IDC's Information Systems Strategy Group which provides continuous consulting services for executives involved in data center planning and management. IDG's Conference Management Group organized the agenda.

For more information about the survey and the conference contact Tim Caffrey, IDC, (617) 872-8200.



Employees' views provide critical component for future

(Continued from page 3)

building," said Gillin. "Our group can be most effective in situations like this, where decisions must be made which affect every employee. Your particpation is very important in that process."

Renovations on plan

Ginny Forster, project manager for facilities planning, updated the group on the renovation progress to date. Representatives from the space planning agency also shared the results of a series of meetings with employees over the last few months. *(See related article)*

Day care concept

In response to employee interest in day care facilities, a survey has been commissioned to assess employee needs in this area. **Ellie Nelson**, managing director of Workplace Connections, addressed the group about the survey. She urged all employees to fill out the questionnaire whether or not they have children. Once the results have been tabulated a proposal will be drafted for review.

ESOP program

Ted Bloom, IDG's controller, addressed the group regarding the company's Employee Stock Ownership Program and its recent changes. He stressed that when an employee has questions throughout the year he would be happy to respond to their written requests for information.

"Our goal was to let employees know that their needs and concerns are being heard. We feel we had an extremely productive afternoon and look forward to organizing another Town Meeting soon," said Vidmer.

IDG enlarges scope of company's recruitment effort at job fair

In an effort to expand its sources for recruitment advertising, IDG recently made its first-ever appearance at a job fair. The company sponsored a booth at Job Week '87 on May 7th at the National Guard Armory in Framingham, Massachusetts.

Job Week '87, staged by the Job Connection, is repeated 17 times throughout the year in 15 locations. More than 40 companies appeared at the Framingham Fair.

IDG's booth featured a large photograph of the 5 Speen Street building, copies of the *Wall Street Journal* article on IDG, brochures describing the company, tote bags imprinted with the new IDG logo, and several copies of the *IDG World Update.*

Susan Perry, corporate personnel manager, **Linda Bowes**, training coordinator, **Debbie Thistle**, personnel assistant, **Melissa Strayton** of IDG's International News Department and **Dot Lanciloti** of IDC, busily answered questions for 150 job searchers who literally waited in line to visit the IDG booth.

IDG used the Job Fair as a way to attract qualified applicants to the company. Organizers found many people at the professional level who had come to the Fair to gain information about the companies represented there. Susan Perry reports receiving more than 100 resumes. IDG's booth was so popular that representatives at neighboring booths were compelled to ask what IDG's secret was.

"This was very good exposure for us, very good publicity," commented Perry. "I was impressed that so many candidates came specifically to see us. We will monitor the resumes we have received and circulated, and try to make matches."

"However," she adds, "it is too early to measure the success of the Fair yet. The proof will be in how many people are hired as a result of the Fair. This will be the real test of its success."

Linda Bowes and Debbie Thistle answer questions at IDG's Job Fair.

Topus named FCW advertising sales director

David J. Topus has been named advertising sales director at *Federal Computer Week*, the IDG Communications newspaper for the U.S. federal government systems decision maker. His appointment was effective mid-April.

As advertising sales director, Topus will provide ongoing sales direction to the national sales team and handle all administrative sales matters for the publication from its Virginia headquarters.

Federal Computer Week targets a controlled circuation audience of 40,000 information technology decision-makers in over 70 government departments and agencies, as well as prime contractors, systems integrators and value-added resellers that serve the federal marketplace.

Prior to joining IDG Communications, Topus served as senior ad sales representative for the national advertising department of *The Washington Post.* He was responsible for covering West Coast advertisers and agencies for the *Post* and the *Washington Post* Sunday Magazine.

(Continued on page 8)

Thanks to volleyball stars

(Continued from page 2)

Special thanks go to those who donated of their time to participate. Team members include: **Jeff Cordeiro, Bob Hamel, Glenn Rifkin, Steve Delacy, George Harrar, Kathy Gow, Marina Bonacci, Chris McGrath, Mary Campo, Jay and Carolyn Novack, Liz Horwitt, Carol Polack, Tom Monahan, Sue Thaxter, Chuck LaDouceur, Leslie Miller, Donna Doodey, Paul Bonarrigo, Bill Creonte, John Gallant and Dave Ludlum.**

The group is already anticipating a softball series in September. "Enthusiasm this year was at an all time high. We hope we can surpass our record in the fall," said Mitchell Hayes.

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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Founder of New York Chapter of AD2

(Continued from page 7)

Topus had previously served as an ad sales representative for *The Wall Street Journal*, based in New York City, then in Washington, D.C. and then Pittsburgh, PA. Proir to that, he had been with Ted Bates Advertising in New York as a media planner.

In 1979, Topus founded the New York chapter of Ad2, a network of advertising professionals. AD2, a division of the American Advertising Federation, now has over 20 chapters around the country. Topus served as national chairman of Ad 2 in 1981.

Topus holds a B.S. in Marketing from Fairleigh Dickinson University, Rutherford, New Jersey. A native of Great Neck, New York, he now lives in Alexandria, Virginia.

PEOPLE

Vilma DeLuca

Vilma DeLuca has joined IDG Corporate Headquarters as a part-time receptionist. Vilma is responsible for handling the phones from 8:30 -1:00 pm.

Prior to joining IDG, Vilma worked at Burger King headquarters as their receptionist.

Rob Mitchell

Rob Mitchell has been promoted to senior assistant features editor for *Network World.*

Rob joined *Network World* during March of this year, and since that time has been a key contributor to the features section. In addition to his previous duties he has also taken on the additional task of training new personnel.

ANNIVERSARIES

ONE YEAR
Barbara Fiola - NWW
Evelyn Adenau - PCWCI
Jennifer Anderson - IDC Australia
Agnes Jouhanel - MP/France
Laurence Lemaire - MP/France

TWO YEAR
Frank Gens - IDC
Nancy Dunn - PCWCI
Lucille DePrimo - IFW
Marlene Hemmert - CW/Germany
Flemming Kjaersdam - CW/Denmark
Lone Reuther - CW/Denmark
Sanne Shepherd - CW/Denmark

THREE YEAR
Rebecca Leigh Hurst - CW
Georgia George - PCWCI
Doug Norde - PCWCI

FOUR YEAR
Mette Lautrup - CW/Denmark

SIX YEAR
Thomas Elliott - IDC

SEVEN YEAR
Harriet Brody - IDG

NINE YEAR
Bill Sell - CMG

TEN YEAR
Susan Gross - CW/P

New Fax Numbers

Please note the following fax numbers:

IDC Italia

39-2-870497

IDC Chicago

(312) 827-9159

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 21
MAY 25, 1987

Conference Management Group capitalizes on growing need to know

Becomes independent business unit of International Data Group

Over its 15-year history, IDG Conference Management Group (CMG) has evolved from the organizer of the original "Computer Caravan" to the creator of industry-wide national conferences and exposition events. Today, it is a more than $4 million business with a better than 25% profit margin.

"The rapidly expanding range of products and services in the information technology industry has enlarged our conference and exhibition business," said Conference Management Group President **Bill Leitch**. "As the industry changes and new products and services are introduced, vendors need new markets and users need regular updates on their increasing options. Our conferences provide a natural forum for both groups."

Conference Management Group was originally formed in 1972 as The Conference Company Inc., to produce business-to-business conferences, seminars and trade expositions. In 1980 The Conference Company joined its sister company, CW Communications/Inc. In 1987 the group officially became a separate business unit of International Data Group.

"By making CMG a separate operating group within IDG, we have created an independent business unit which can function autonomously," said **Walter Boyd**, president of IDG. "The group will not be considered by customers and competitors as an extension of any other IDG group. Their events will be perceived as 'industry events,' not IDG Communications or IDC-sponsored meetings."

"This new structure will also give us the opportunity to anticipate new areas of expansion by bringing together IDG customers, clients, and users on a more regular basis both through traditional conferences and expositions and also by electronic link-ups," said Boyd.

(Continued on page 6)

Bruno Berthet, President of Capric, Axel Leblois, CEO of IDG Communications, Dick Yamashita, President of IDG Communications Japan, and Bill Leitch, President of IDG Communications Conference Management Group discuss the upcoming Communication Networks shows in Japan and France.

Data Resources supports IDC's global development of products and services

Improves company's worldwide competitive position, provides synergistic potential for new products and business growth

Over the last six months, under the direction of **Paul Earl** President of the Global Data Resources Group, IDC's Computer Installation Databases have undergone significant expansion. The Global Database is expected to increase by over 30,000 sites, including new database initiatives in Japan and Asia.

One major endeavor involving the Global Data Resources Group has been the "Database Excellence" or DBX project. The goal is to integrate key databases of information maintained throughout IDG's global network of companies.

The project brings together IDC's database of computer sites with IDG Communications' circulation and advertising lists, advertising bingo card information, readership surveys, conference attendee lists and other sources of data.

"This is a very exciting opportunity for IDG. We will have the ability to produce unique databases that can meet highly specialized information needs both internally and externally," said Earl.

Susan Slater, Mike Raimondi, Gail Odeneal (seated), Ken McPherson, and Paul Earl at a recent meeting of IDG's Global Data Resources Group.

For example, the database could match advertising bingo card responses from readers with site demographic and computer information, giving the client a complete profile on his prospect before he pursues the lead. For internal research, the database could also help determine, for instance, IDG Communications publications' circulation penetration into vertical markets.

"No other company in the industry is currently prepared to launch a program like this," said Earl. "It has great potential as an internal source of information as well as providing a foundation for the development of complementary products throughout IDG."

"After our people, the information we maintain is our largest single corporate asset," said Earl. "Our position in the industry is second to none because of the quality of our information and its global reach. Our goal is to increase this solid base of information, support new products and applications development, whenever and wherever we can."

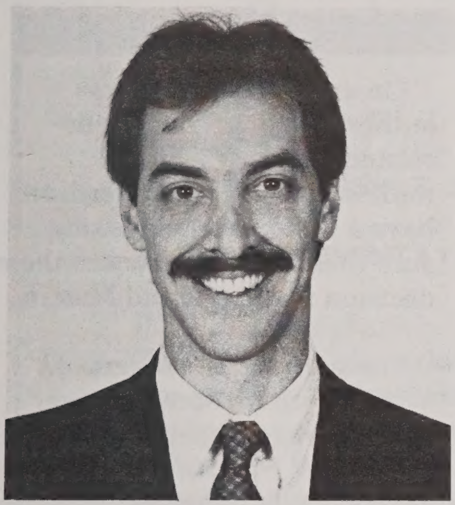
For over twenty-three years The Computer Installation Database has been the foundation of IDC's market research capabilities, helping analysts to conduct primary research in the areas of processors, peripherals, communications and software.

Today, the files track computer use in 87,000 U.S. and 64,000 international computer installation sites. The names of key managers, computer and communications equipment installed, users' buying intentions, software packages utilized, and key demographic data are tracked on an annual basis for each computer-using organization.

In addition to providing internal support, the Global Data Resources Group also sells their information to vendors and users. They often support their clients' marketing and sales needs by providing prospect lists for direct mail and telemarketing campaigns, data for market research, special surveys or market projection activity.

CW editor Bill Laberis addresses BMC users

Bringing information systems closer to users and company operations



Bill Laberis, *Computerworld's* editor-in-chief, outlined how relational technology will help bring information closer to the user at a keynote speech before the BMC Software User Group. The meeting was held April 30th in Houston, Texas.

"There is no question that the medium and large systems worlds, and eventually the micro world as well, are going relational," Laberis said. "With DB2, IBM is making it too attractive to do otherwise. Relational technology moves information management closer to the user and the operation of the company, and that's important."

The presentation focused on the future of databases, IBM's DB2 in particular, as reported by *Computerworld* and recent IDC research.

Laberis spoke to an audience of about 150 large system users, primarily database administrators and systems managers.

"The audience was particularly interested in the topic, since three-quarters of those attending the meeting were either using or about to use IBM's DB2 database environment," said Laberis.

In his talk Laberis provided a sketch of the database environment, focusing on its pronounced shift in recent months to relational database management systems.

BUNNELL RECEIVES HOWARD J. BROWN MEMORIAL AWARD -- David Bunnell, chairman and editor-in-chief of PCW Communications, Inc., was honored recently in San Francisco when he received the Howard J. Brown Memorial Award at the Fund for Human Dignity's tenth annual awards presentation. Dr. Ruth Westheimer is pictured above with Bunnell at the awards dinner. In previous years, the award has been given to New York Governor Mario Cuomo, California Assemblyman Art Agnos, U.S. Representative Gerry Studds, columnist Liz Smith and former Assistant to the President Midge Constanza.

Network World serves changing needs of $36 billion market

Publication penetrates 84% of large communication users sites, accounting for 40% of spending

Network World recently celebrated its first anniversary as one of the industry's top publications meeting the communications and networking information needs of users in the $36 billion large business marketplace. The publication is designed for leading users of communications products and services.

"When we entered this marketplace a year ago we faced some pretty stiff competition," said Publisher **Doug DeCarlo**. "Our hard work and determination have paid off, and today *Network World* is the third largest publication in ad billings in a strong and competitive field."

Network World is read by more than 65,000 controlled-circulation subscribers, including 25,000 network-oriented sites. Pass along readership is estimated at close to 200,000 communications professionals.

The publication's readership penetrates 84% of large business communication user sites which account for 40% of all the spending in the business communications user marketplace.

Eighty percent of *Network World's* audience is unduplicated by any other publication in its field, and the publication is able to bring a largely exclusive audience to its advertisers.

"We are able to deliver significant buying power to our advertisers," said **Ron Mastro**, national sales director. "Approximately 86% of our readers are personally involved in evaluating the purchase of communication products and services for use within their organization. Others are involved in product buying decisions for resale to other organizations."

"On average our readers authorize communications-related purchases of $1.3 million annually. Advertisers have a lot to gain by making sure their message reaches these decision makers," said Mastro.

The staff attributes *Network World's* strong showing over the past year to their ability to successfully differentiate their product from the competition.

Their editiorial staff is known for their aggressive reporting, often scooping their competitors by being the first to break hot news.

"Our focus has been on the needs of our target reader -- the communications manager. We have always written to the person's job function and not to the title -- often our readers are also responsible for a range of information systems planning activity," said Editor **Bruce Hoard**.

Network World features include articles on how to save money and cut costs, case studies in network management, and product reviews which compare the pros and cons of similar products.

Readership studies play a big role in determining *Network World's* editorial content. The staff "stays close to their customer" through user panels and special focus groups.

"The communications business is constantly changing. We stay in touch with our readers and their needs through this one-to-one interaction," said Hoard.

The publication has recently added a special network management section as a result of a recent survey.

"Our readers need the kind of hard-nosed product-oriented information that we deliver each week," said DeCarlo. "We have been very successful in helping the communications manager do his job successfully."

The Network World staff. (Front row) Kathy Overton, Karen Wallace, Joanne McQuaid, Doug DeCarlo; (Second row) Paul Korceniowski, Steve Moore, Richard Pirante, Peter Hoffman; (Third row) Allan Hopkins, Jim Brown, Mike Fahey, Lisa Guisbond, Rob Mitchell, Cheryl Tynan, Diane Barrett, Beth Lazarus, Mary Fanning, (Fourth row) Bob Wallace, Bruce Guptill, John Gallant, Bruce Hoard, Anne Ryder, Pam Valentinas, Paula Misich, John Dix; (not pictured) Ron Mastro, Amy Guice, Renee Visconti, Donna Pomponi, John Pinsky.

Information industry enters second generation

IDC's Zachmann outlines transition, predicts results of evolution

According to **Will Zachmann**, vice president of corporate research for IDC, the technology industry is entering the second generation of information systems development. In his view, the catalyst is the growing challenge microprocessor based distributed resource systems are posing to traditional mainframe and microcomputer use.

The conventional way to look at the evolution of the computer industry is in terms of four or five generations of computer systems.

"What is emerging is not a fifth generation of computer systems," said Zachmann, "but really only the second generation of information systems."

(Continued on page 8)

"CMG views itself as a complementary partner within IDG ..."

(Continued from page 1)

CMG is best known for its Communication Networks trade show held in January each year. Now in its tenth year, Communication Networks is the leading telecommunications trade show in the country. The 1987 show, held at the Washington, DC Convention Center, hosted 16,050 attendees and over 300 exhibitors, occupying 1,350 booths. "The size of the exhibit hall was equal to just over two football fields," said **Nancy Thayer**, public relations manager.

Communication Networks '88 will take place January 25-28 in Washington, DC. The show is so popular that space is booked to the turn of the century, and organizers see no reason that it will not continue to grow.

Looking ahead, Conference Management Group will assist the Capric organization in France and IDG Communications Japan, with the production of two international Communication Networks shows in those countries. Exhibitors will be drawn from worldwide markets, and the program and product emphasis will be specific to national needs.

CMG views itself as a "complementary partner" within IDG's worldwide operations. The group combines the market research resources of IDC and the publishing expertise of IDG Communications to bring a large number of people to a targeted group of exhibitors and to present information to a dedicated audience through its seminars.

These events offer an excellent opportunity for all of the units within IDG. IDC and IDG Communications executives can walk the floor of the exhibit halls picking up information and prospecting for new business.

"Besides our annual events, CMG is also available on assignment to plan a conference for any company within IDG," said **Bill Sell**, director of planning and operations. The group recently planned IDC's Spring Executive Conference on internetworking.

"The program they put together was very well received by our clients and prospects," said IDC CEO **Carl Masi**. "The speakers were provocative and informative. The feedback was very positive."

Upcoming events include CD-ROM Expo, September 21-23, 1987, and The VAX Business User Forum, October 26-28, 1987.

Louise Myerow, CMG's registration manager, helps an attendee at a recent Communication Networks show.

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 20 MAY 25, 1987

SALES REPRESENTATIVE

IDC in Framingham is looking for a sales representative in the Data Resources Department. Telemarketing responsibilities include market segmentation, prospecting, calling, communicating product features and benefits, arranging and conducting sales meetings, and closing sales, as well as telephone market research to define new products to meet particular needs including selecting targets, designing questionnaires, and calling and compiling results. This position offers the professional development necessary to become a senior sales representative and national account manager as the base of business grows. At least one year of telephone sales experience, and direct sales and telephone market research experience are required. A Bachelor's degree in business administration with a marketing major is preferred. Contact Mike Hovagimian (617)872-8200 x611.

SALES ASSISTANT

The Natick Sales Office is looking for a sales assistant for *Boston Computer News*. Responsibilities include, but are not limited to, answering phones, filing, typing, data entry, opening mail and handling of client requests. Candidate must have a pleasant telephone manner and strong organizational skills. Word processing experience and a working knowledge of Lotus 1-2-3 would be helpful. Contact Janice Kamphaus (617)879-0700 x251.

EDITORIAL ASSISTANT

Computerworld in Framingham has an opening for an assistant in the Editorial Department. Responsibilities include opening and sorting mail, taking phone messages for reporters, responding to telephone inquiries from readers, monitoring business machines and handling various correspondence, as well as assisting with necessary clerical details. Candidate should be organized, detail-oriented and able to keep on top of multiple responsibilities in a fast-paced environment, and should demonstrate good telephone and office skills. Typing accuracy is required, and computer experience is preferred. Contact Parth Domke (617)879-0700 x324.

SENIOR DESIGNER

CW/Peterborough is looking for a senior designer in the Design/Production Department. Candidate must be a strong designer and have experience in magazine layout and execution, creative, accurate with details, and able to work well under pressure. Contact Donna Wohlfarth (603)924-9471.

ADVERTISING ASSISTANT

NWW in Framingham is looking for an assistant in the Advertising Sales Department to assist the manager and account coordinator with day to day organizational, secretarial and billing functions. Responsibilities also include card deck coordination and back-up for account coordinator. High school diploma is required, and some secretarial school education is desireable. Candidate must be flexible and cooperative, and have a sense of humor and "team spirit." Contact Pam Valantinas (617)879-0700 x314.

JUNIOR ADVERTISING SPACE SALES PERSON

Digital News in Irvine, California is looking for a junior advertising space sales person in the Advertising Department. Responsibilities include prospecting for new business, qualifying for leads, servicing existing accounts, and sales/account management of smaller (fractional) accounts. Candidate should be a college graduate interested in an ad space sales career. Excellent phone skills, prior inside sales/support experience with a successful proven track record and a desire to grow into a field sales position are required. Computer industry knowledge is preferred. Contact Dana Shaw, *Digital News*, 18004 Skypark Circle #100, Irvine, CA.

MARKET ANALYST

IDC in Framingham is looking for a market analyst for the IBM 3270 environment. Responsibilities include conducting research projects in the area of IBM 3270/ CONNECTIVITY. The ideal candidate will possess one or all of the following: knowledge of personal computers, an understanding of the 3270 environment as it relates to terminals and controllers, knowledge of micro to mainframe links and/or knowledge of IBM's evolving network architecture. The ability to use personal computers, and excellent writing, phone, and speaking skills are extremely helpful. Send resume to IDC, Dept. DV, Box 9015, 5 Speen Street, Framingham, MA 01701-9015.

CLASSIFIEDS

For Rent: Cape Cod. Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. $450/week. Available June 27 - July 4 and July 4 - July 11. Call evenings (617)877-3272.

For Sale: A brand new Frigidaire freezer, 16 cu. ft. upright, "almond." Still in box, all papers included. $300. Call Michael O'Neil (617)872-8200 x298.

MARK YOUR CALENDAR

June 22 - 23	IDG Communications Sales Training 375 Cochituate Road, Framingham Contact Linda Bowes, IDG x554

Major impact for IDG pubs at COMDEX

IDG Communications will bring its corporate booth to this year's Spring COMDEX exhibition June 1-4 in Atlanta, Georgia. The corporation will exhibit over 80 publications from its global family of newspapers and magazines.

"This is one of the most important shows we attend as a corporation," said IDG Communications CEO **Axel Leblois**. "Everyone we need to reach is here. We can meet with our advertisers, who are fellow exhibitors, on the trade show floor and with our subscribers who stop by the booth as they tour the hall."

According to **Susan Odell**, trade show coordinator for the IDG Marcomm Group, COMDEX attracts thousands of attendees and exhibitors. "Each one is a potential prospect for our publications," said Odell.

Among the publications to be exhibited: *Network World*, *Computerworld*, *RUN*, *Macworld*, *PC World*, *InfoWorld*, *Publish!*, *Federal Computer Week* and *Digital News* from the U.S. as well as *Le Monde Informatique* and *InfoPC* from France, *Computerwoche* and *PC Woche* from Germany, *Computerworld Asia*, *Australian Macworld* and *Computerworld Australia* from the Pacific Basin.

RUN readers are proven important tech consumers

IDC and LINK studies show Commodore maintains leadership position in industry

A recent comparison of *RUN* magazine's readership and average Commodore users revealed that *RUN* subscribers are major investors in the Commodore marketplace.

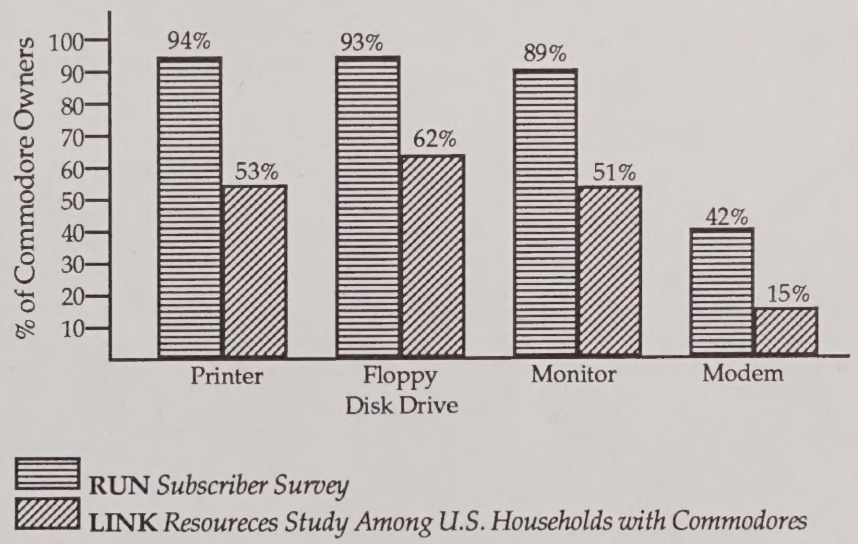
"This comparison shows that our readers are dedicated users who invest valuable time and money in their Commodore systems," said Publisher **Steve Twombly**. "Our readers are proven buyers of Commodore products. As a result, our advertisers know they can count on the quality of *RUN's* circulation to deliver decision makers."

The comparison was based on two recent studies done by LINK and IDC. A broad sample of households across the U.S. were surveyed, and the results show Commodore maintains its leadership position in the market with an installed based of 27%, the largest share of the home market.

"We were pleased with the results of these studies which show the strength of the home computer market and Commodore's strong position in the market," said Twombly

The studies also reported the number of personal computers in U.S. households continues to rise, now at 14% penetration, up from 10% last year. The future looks bright for sales of microcomputers into 1990 as low-end systems like the C-64 and C-128 continue to sell in volume.

Commodore Owners: Peripherals Owned



Multiplicity of vendors will serve users' needs

(Continued from page 6)

Zachmann predicts five distinct results of the micro challenge.

From proprietary to standard

The transition will be away from proprietary architectures, operating systems, and networking environments unique to individual vendors. A growing portion of hardware and software will be designed to incorporate standard architectures that are not specific to one supplier.

Users seek multi-vendor solutions

In the second generation of information systems it will be common for users to meet their information system hardware requirements by mixing and matching equipment from a multiplicity of vendors. It will be less common for any one vendor's product to be "the center of gravity" for system use within an organization.

Monopolies will die

There will be a shift from a protected market with quasimonopoly control toward a market characterized by lowered barriers of entry and greatly intensified competition. The proprietary architectures common in the first generation created natural monopolies which thrived on the user's dependence on the vendor. In the coming generation, the emergence of standards will erode this bond and allow users to shift from one vendor's product to another.

Micro system dominance

The next aspect of this transition will be technological. Enterprise systems built around traditional multi-user computer and terminal architectures will give way to systems built on the paradigm of PC workstations which are linked, via networks, to a multiplicity of network servers.

Rapid price declines

The increasingly standardized, hence more competitive, market is moving toward an accelerated pace of innovation and decline in prices-per-unit performance, defined by more rapid rates that the underlying technology makes possible. Even the largest vendor must compete aggressively in an increasingly commoditized market.

"The remaining years of the 1980s will bring about radical change in the nature and use of information systems," said Zachmann. "The impact is just now beginning and it will have wide-ranging consequences for users, vendors, and the financial community."

IDG WORLD UPDATE

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ANNIVERSARIES

ONE YEAR
Beth Jala - CW/P
Lynn Lagasse - CW/P
Bradford Goodwin - IDC
Patricia Raymond - IDC
Florence Loeillot - IDC France
Felicity O'Meara - PCWCI
Bob Ostrow - PCWCI
Martha Wilkins - IFW

TWO YEAR
Roland Schmitt - CW/LMI
Roland Soederquist - CW/Sweden
Maria Soledad Ascanio - CW/Venezuela
Eileen Drapiza-Dornan - PCWCI
Sharon Van Leuven - PCWCI
Jeff Berlin - IFW

THREE YEAR
Stefan Liba - CW/Germany
Veronica Hradecky - CW/P

FOUR YEAR
Brenner Fuller - CW/P

FIVE YEAR
Dordy Ewerloef - CW/Sweden

SIX YEAR
Colleen Garland - CW

SEVEN YEAR
Christian Mahler - CW/Germany

IDG WORLD UPDATE

VOLUME 17, NUMBER 22 JUNE 1, 1987

China Computerworld goes weekly

Pat McGovern and Axel Leblois tour China operation, meet with Chinese government and press

The Board of Directors of China Computerworld have approved publication of *China Computerworld* on a weekly basis. The publication will increase its frequency from a biweekly to a weekly starting in January of 1988.

IDG Chairman **Pat McGovern** and IDG Communications CEO, **Axel Leblois** toured IDG Communications' China operation and analyzed the company's results to date and their plans for next year.

Phenomenal growth

"China Computerworld Company increased their revenues by 60% last year, achieving a pre-tax profit margin of 35%," said McGovern. "Their outstanding success has brought the publication from an average of 16 pages two years ago to 64 pages today. This phenomenal growth encouraged the Board of Directors to increase the publication's frequency."

The Board also decided that China Computerworld's monthly magazine, launched last year, will be subtitled *"PC World."* Its target audience is micro computer and personal

(Continued on page 4)

(Left to right) Pat McGovern, Chen Mingkun and Axel Leblois discuss trends in the China computer market during a luncheon at the offices of China Computerworld Company in Beijing.

IDC's Global Financial Services Group appointments

Marilynn Raineri is FITS product manager

Marilynn Raineri has been promoted to the position of product manager for IDC's Financial Industry Technology Service (FITS).

She has been with the program since 1981 as a research analyst. In that time she has done an exceptional job servicing financial clients including Goldman Sachs, a leading Wall Street firm.

Under her direction, IDC intends to expand its FITS clients base to include the international investment community.

Louise Dunne product manager for Leasing Service

Louise Dunne was recently appointed product manager for the Leasing Planning Services Communications Program. The service provides residual values on telecommunications equipment.

Over the past year Louise was instrumental in revitalizing the program. Her previous work experience with AT&T proved valuable in generating residual values on telecommunications equipment and products.

Under her direction, LPS will increase its exposure within the secondary communications market -- doubling its client base.

John DeSouza will direct LPS International

John DeSouza will now direct the LPS International Service.

He has done an outstanding job solidifying IDC's reputation as the most credible residual value source worldwide by mastering the primary and secondary international equipment markets.

John has also managed, with relative ease, to organize an efficient and effective work environment with his LPS co-workers in the UK. Through his continued efforts, the LPS international client base will continue to grow.

Louise Dunne (left), John DeSouza (center) and Marilynn Raineri (right) .

Compact disk technology offers users cost-effective alternative

CD-ROM Expo to focus on usage and applications

Users are turning to CD-ROM technology as a cost-effective alternative to traditional database storage systems according to IDG Conference Management Group, organizers of CD-ROM Expo.

The expo will be held September 21-23, 1987 at the Roosevelt Hotel in New York City and is sponsored by *CD-ROM Review* and LINK Resources, publishers of *CD-I Newsletter*.

CD-ROM Expo is the first applications-oriented conference and exhibition to address users of compact disk and read-only memory mediums. The conference will focus on applications in compact disk database publishing and optical information system storage.

"Compact disks are emerging as a new low-cost alternative for read-only memory databases in a variety of industries and applications," said Conference Management Group President, **Bill Leitch** "The time is right to capitalize on the user community's need to know more about the benefits of this new technology. CD-ROM Expo will provide an excellent forum for

(Continued on page 6)

IBM Watch debuts

First of newsletter series adds analysis,perspective

On June 1, IDG's International News Group will launch *IBM Watch*, a bi-weekly newsletter which will provide IBM news, analysis and trends. The publication is the first in a series of newsletters which will be spun off from IDG's International New Service.

"With *IBM Watch* we are creating a whole new product category," said Publisher and IDG News Division Director, **David Hill**. "We can locate international information on virtually any information industry trend through the News Service which is under the direction of **Susan Blakeney**. We then can add valuable analysis and commentary on the topic. *IBM Watch* is the first in a series of these products."

The audience for *IBM Watch* is senior decision makers whose business depends upon IBM's activities including: IBM's own competitors, IBM suppliers, strategic partners, users and computer resellers.

The newsletter launch was planned to coincide with Spring COMDEX where *IBM Watch* will have high visibility among its target readers. A major direct mail campaign, sent to over 50,000 computer industry professionals, is also planned to attract subscribers. Circulation is expected to reach 400 by the end of 1987.

The editorial content of the newsletter will focus on IBM news with analysis provided by *IBM Watch* editors.

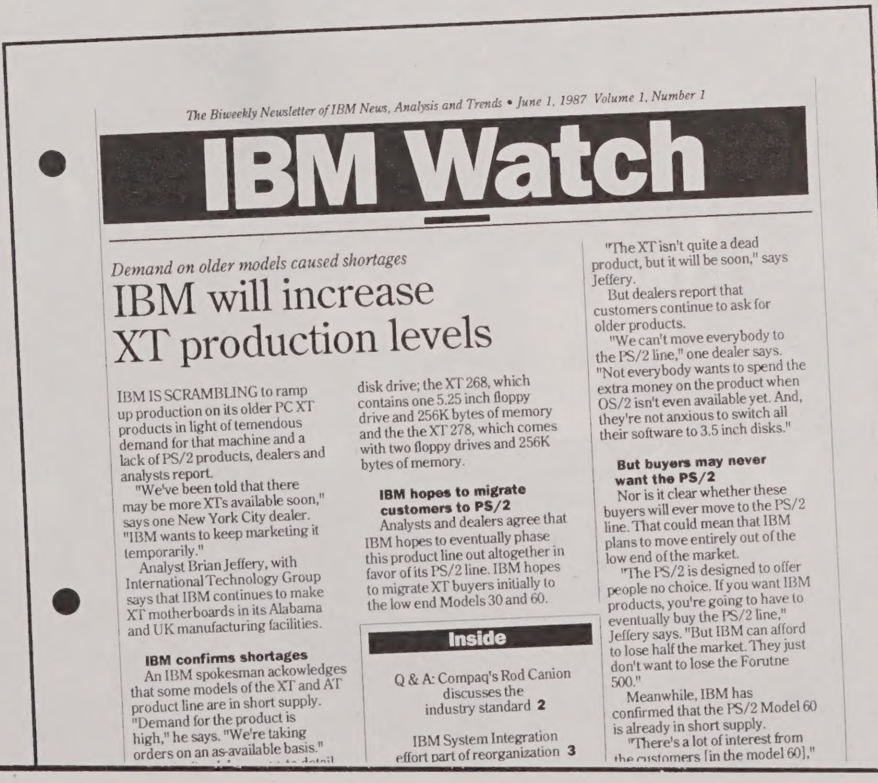
"We will provide our readers with information about what's happening in the IBM world, as well as in-depth perspective on the meaning of its activities," said Editor **Deidre Depke**. "The New Service provides the basic facts -- we add value through our own research and discussions with other IBM industry experts."

With the help of IDC's Leasing Planning Service, and its residual values, the staff of *IBM Watch* also tracks the pricing trends of used IBM equipment. "This helps our readers determine the price performance of their current installed base, as well as the value of future equipment puchases," said Depke.

A special feature of the newsletter is its Q&A column where a different industry professional will be interviewed. In the premiere issue, Rod Canon, President and CEO of Compac Computer shares his views on a variety of topics.

The International Bureaus of the IDG News Service will also provide articles on IBM's activities outside the U.S. **Lori Valigra**, international editor, Tokyo and **Amiel Kornel**, international editor, Paris are contributing editors. **Melissa Strayton** is also an associate editor working out of the News Service's Boston headquarters.

The group has set up a state-of-the-art desktop publishing system under the direction of **Craig Pierce**, circulation-operations manager. Using Pagemaker software, and a Macintosh SE, connected to a PC network, the staff is able to save valuable production time and money.



The Biweekly Newsletter of IBM News, Analysis and Trends • June 1, 1987 Volume 1, Number 1

IBM Watch

Demand on older models caused shortages

IBM will increase XT production levels

IBM IS SCRAMBLING to ramp up production on its older PC XT products in light of temendous demand for that machine and a lack of PS/2 products, dealers and analysts report.

"We've been told that there may be more XTs available soon," says one New York City dealer. "IBM wants to keep marketing it temporarily."

Analyst Brian Jeffery, with International Technology Group says that IBM continues to make XT motherboards in its Alabama and UK manufacturing facilities.

IBM confirms shortages

An IBM spokesman ackowledges that some models of the XT and AT product line are in short supply. "Demand for the product is high," he says. "We're taking orders on an as-available basis."

disk drive; the XT 268, which contains one 5.25 inch floppy drive and 256K bytes of memory and the the XT 278, which comes with two floppy drives and 256K bytes of memory.

IBM hopes to migrate customers to PS/2

Analysts and dealers agree that IBM hopes to eventually phase this product line out altogether in favor of its PS/2 line. IBM hopes to migrate XT buyers initially to the low end Models 30 and 60.

Inside

Q & A: Compaq's Rod Canion discusses the industry standard **2**

IBM System Integration effort part of reorganization **3**

"The XT isn't quite a dead product, but it will be soon," says Jeffery.

But dealers report that customers continue to ask for older products.

"We can't move everybody to the PS/2 line," one dealer says. "Not everybody wants to spend the extra money on the product when OS/2 isn't even available yet. And, they're not anxious to switch all their software to 3.5 inch disks."

But buyers may never want the PS/2

Nor is it clear whether these buyers will ever move to the PS/2 line. That could mean that IBM plans to move entirely out of the low end of the market.

"The PS/2 is designed to offer people no choice. If you want IBM products, you're going to have to eventually buy the PS/2 line," Jeffery says. "But IBM can afford to lose half the market. They just don't want to lose the Forutne 500."

Meanwhile, IBM has confirmed that the PS/2 Model 60 is already in short supply.

"There's a lot of interest from the customers [in the model 60],"

China predicted to become third largest computer tec

(Continued from page 1)

computer users in China. The publication's paid circulation is rising rapidly and should reach 50,000 by the end of 1987.

Expanding PC coverage

"*China Computerworld Monthly's* expanding focus reflects IDG Communications' corporate-wide initiative to increase our PC coverage in our *Computerworld* publications around the world," said Leblois. "The response in China demonstrates the success that can be achieved by enlarging our coverage."

Response from *China Computerworld* advertisers has been very enthusiastic. McGovern and Leblois had a chance to meet with several leading clients in Beijing to discuss the publication's efficiency. One client, in particular, had good news to report. Jinghai Computer Center Equipment, a programming and computer retailer, received thousands of leads from their advertising program. They have grown

Pat and Axel visit the leading Apple distributor in China, one of the largest advertisers in China Computerworld.

The staff of China Computerworld host a luncheon at their offices to welcome Pat and Axel to Beijing.

Axel Leblois helps prepare dumplings in the offices of China Computerworld. China Computerworld dumplings are famous, world-class treats.

Pat and Axel pose with the China Computerworld staff after a celebration dinner at the Shangri La Hotel in Beijing.

h market over next twenty years

from 10 employees to over 1,000 within the last four years, as a result of their successful advertising program in *China Computerworld*.

Pat McGovern speaks to Chinese government and industry officials at the China Computerworld banquet at the Pearl Restaurant in Beijing.

Axel Leblois gives a talk on market and industry trends in the computer field to the staff of China Computerworld.

Axel Leblois tests out a personal transportation system in front of the China Computerworld offices.

China third largest market

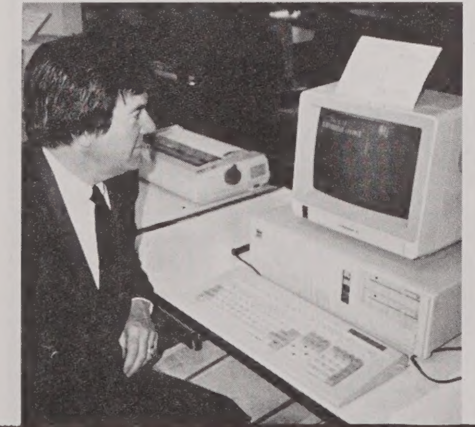
Pat McGovern and Axel Leblois also met with key Chinese government officials from the Ministry of Electronics and the Ministry of Economics and Trade Policy. These officials confirmed the high priority that the computer industry has been given in the future economic plans of China. It is expected that China will become one of the three largest markets for computer products in the world within twenty years.

They also met with representatives of the Chinese press. The interviews went very well and resulted in a major feature article on *China Computerworld*. The story ran in a recent issue of *The People's Daily*, which has a circulation of 10 million.

Congratulations

"I would like to extend my thanks and a hearty congratulations to all the members of the *China Computerworld* team on their recent successes," said McGovern.

Pat McGovern looks over a Chinese-made clone of the IBM PC/AT at a microcomputer store.



RUN designs new logo to increase impact on newsstands

RUN

THE COMMODORE 64/128 USER'S GUIDE

Beginning with its July issue, *RUN* magazine will change its logo design to increase the publication's newsstand impact. The change also reflects the current and projected growth of the Commodore 128 and 64 home computing market. *RUN* magazine is the leading publication for Commodore users.

The familiar "computer keys" logo, currently being used by the publication, will be replaced by the san serif, oblique typeface logo pictured above.

"The new look is much more dynamic and exciting , and will appeal to both the sophisticated Commodore user, as well as the growing number of new Commodore owners. Its bold and crisp look will be even more visible on newsstands and in computer stores," said *RUN* Publisher, **Steve Twombly**.

In addition, the features columns and departments will be revamped. The new style and format is designed to increase the readability of the publication.

(Continued on page 8)

IDG 1987 corporate sponsor for Boston AIDS fund-raiser

IDG was a corporate sponsor of "From All Walks of Life," an annual pledge walk to benefit AIDS care and research. The company joins Lotus Development, the *Boston Globe,* Northeastern University and the *Boston Business Journal* as co-sponsors.

The 1987 10 kilometer walk took place May 31. The event began at the Boston Common and ended at the Hatch Shell on the Esplanade. The event was organized by the AIDS Action Committee of Boston.

The AIDS Action Committee provides all of New England with a variety of programs for those stricken with the illness and their loved ones, as well as anyone who needs to learn more about the disease.

Peter Holm, production director at CW/Framingham, participated in the walk for the fourth year and succeeded in raising over $1,000 in pledges from co-workers and friends. IDG will match the donation.

"AIDS is no longer the unknown disease that strikes isolated pockets of the population. It is a daily headline grabber in most local papers and is making its presence known in mainstream America," said Holm.

Participants included all types of people. Doctors and dock workers, teachers and telephone operators, as well as baseball players and bank tellers -- people from "All Walks of Life."

Approximately 80% of the proceeds fund local programs, with the remaining 20% contributed to national organizations.

Contributions are still being accepted. For more information and to arrange a donation, contact Peter Holm, CW/Framingham, 617 -879-0700 x 404.

Over 4,000 people participated in the AIDS walk.

"Thousands to attend Expo"

(Continued from 2)

users to learn and for vendors to demonstrate their products."

Equipment and service vendors will show CD-ROM and optical information systems products in a conventional trade show environment with booths, table top displays and presentation rooms. Organizers expect 50 exhibitors to occupy 86 booths.

"We're seeing CD-ROM technology in a variety of applications. The financial, legal, economic, and medical industries are beginning to see the benefits," said **Dave Bradway**, conference planner. "Engineering information services as well as libraries are also securing data on these disks as an alternative to costly printed text and online computer services previously needed for high-volume information resources and large databases. We will address their need to know more about the effective use of this technology through our seminars and workshops.'

The conference program begins on Monday, September 21 with a series of in-depth half-day tutorials. The tutorials are followed by two days of informative discussion groups and conference sessions. Attendees will have ample opportunity to view CD-ROM applications and products in the exhibit hall.

Conference Management Group expects several thousand attendees will participate in the three-day event.

CW responds immediately to IBM PS/2 announcement

Reflects aggressive strategy of pub

Computerworld responded immediately to IBM's April 2 introduction of its Personal System/2 series of micros with the publication of the first comprehensive supplement on the new system. The supplement is part of a new and aggressive strategy on the part of *Computerworld* to expand its microcomputer coverage.

"I am happy to report that our staff did an outstanding job responding to this PC industry development," said Editor **Bill Laberis**. "This type of reliable coverage meets our readers' need for quick information on the changing micro marketplace."

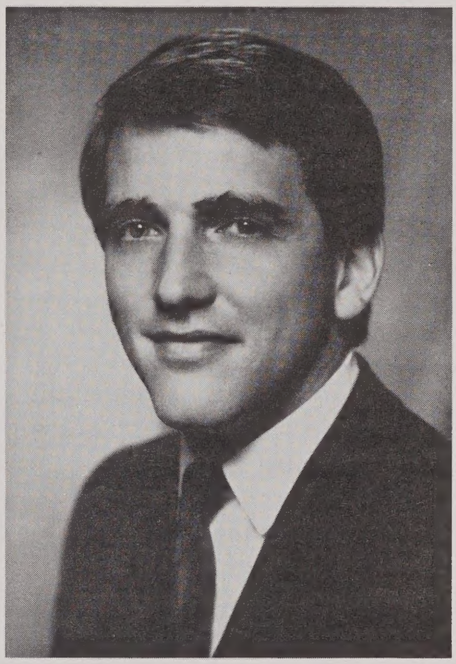
Machines for MIS

Planning for the supplement, called "Machines for MIS," began the day of the IBM press conference. CW Executive Editor Paul Gillin rounded up a group of the paper's senior editors and micro staff to plan coverage of the impact of these new machines on *CW's* MIS audience.

The team polled 100 MIS managers from the paper's Editorial Advisory Board concerning their plans for the PS/2 line. CW staffers completed the survey in five days. The resulting story by Senior Editor

(Continued on page 8)

Bonington named *NW* district sales manager



Paul Bonington has been named district sales manager at *Network World*. In his new position, he will be responsible for advertising sales for the publication's New York territory.

Bonington joins *Network World* with four years of computer publication advertising sales expertise, most recently as regional account manager for *Electronic News*. Previously, Bonington was regional sales manager at Computer-Aided Engineering Magazine. He has also held numerous sale positions with the Ziff-Davis organization in New York.

Bonington holds a bachelor of science in economics from the State University of New York/Oneonta.

PEOPLE

Mike Fahey

Mike Fahey has been promoted to senior writer in charge of the "Communications Manager" section of *Network World*.

He has earned the position due to his hard work and initiative and in-depth coverage of users since joining the staff in March of 1986.

Mike was previously a staff writer with the publication.

Erin Morgan

Erin Morgan has been appointed administrative assistant to the president of IDG's Marcomm Group.

Her responsibilities involve various administrative functions dealing with creating budge spreadsheets on Lotus, bill processing and proofreading copy, as well as fulfilling sales promotion and public relation duties.

Prior to joining IDG, Morgan freelanced for the Marcomm Group. Previously, Morgan lived in Southern California and was an advertising sales assitant at Jones Intercable in Lakewood California.

Morgan holds a bachelor of arts in communications from the University of New Hampshire.

"Barney scoops competition"

(Continued from page 7)

Michael Sullivan-Trainor and Senior Writer **David Bright** was the first in the industry to measure the reactions of a large group of PC buyers to IBM's next generation of micros.

Zachmann's hands-on review

At the same time, CW set the wheels in motion to quickly obtain a review model of the PS/2 Model 50. The machine was turned over to IDC's **Will Zachmann,** a regular CW columnist, for a hands-on review. His article also appeared in the May 4th supplement.

Barney gets to Lowe

Doug Barney scored an industry coup, breaking an exclusive story about IBM's plans for multi-user PC operating systems from an interview with IBM PC chief Bill Lowe.

The issue also took a detailed look at IBM's strategy for the PS/2 in a story by Senior Editor **Ed Scannell**; Senior Editors **Charles Babcock** and **Doug Barney** teamed up to examine the intricacies of IBM's next generation operating system and its mainframe communications potential; Senior Editor **Patricia O'Keefe** analyzed the slew of IBM networking announcements; and West Coast correspondent **Jim Martin** contributed a story on the plans for add-on board makers.

Tremendous teamwork

"What was amazing about the whole project was the amount of teamwork involved," Gillin said. "The writers, artists and copy editors put together the entire section in less than two weeks, while still meeting their weekly deadlines."

Copy editors **Mary Grover, David Bromley** and **Martha Ruch** turned in extra effort during a short-handed week and Assistant Editor **Kelly Shea** reworked her features schedule to contribute on first reads. Graphics Editor **Mitchell Hayes** turned out more than a half-dozen eye-grabbing charts, Design Editor **Marjorie Magowan** put together the layout and Graphic Designer **Charles Ladouceur** designed and photographed the front cover.

IDG
WORLD
UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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"*RUN* redesign enhances pub"

(Continued from page 5)

"The redesign will enhance the presentation of *RUN's* quality editorial product," said Twombly. "Readers can be assured, however, that *RUN* 's content will maintain its high standard of quality and reliability. We will still produce excellent articles and programs for both Commodore 64 and 128 computers. The Magic, Commodore Clinic and Telecomputing Workshop columns, as well as the software and hardware reviews *RUN* magazine is noted for, will continue to be regular features."

ANNIVERSARIES

One Year
Gray Shaw - PCWCI
Katherine Ulrich - PCWCI
Catherine Duffy - CW
Leslie Barner - CW

Two Years
Gail Egbert - PCWCI
Sheila Milligan - PCWCI
Mark Pine - IDC

Three Years
Larry Hilderbrand - PCWCI
Douglas Barney - CW
E. Mitchell Betts III - CW

Four Years
Peggy Nauts - PCWCI
Jeffrey Kaplan - IDC

Five Years
Debbie Waters-Colacchio - IDG/C

Eight Years
Tom Casalegno - IDG

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 23
JUNE 8, 1987

В МИРЕ КОМПЬЮТЕРА
A New *Computerworld* Publication?

McGovern and Leblois explore potential IDG publishing venture in Soviet Union; prospects look good

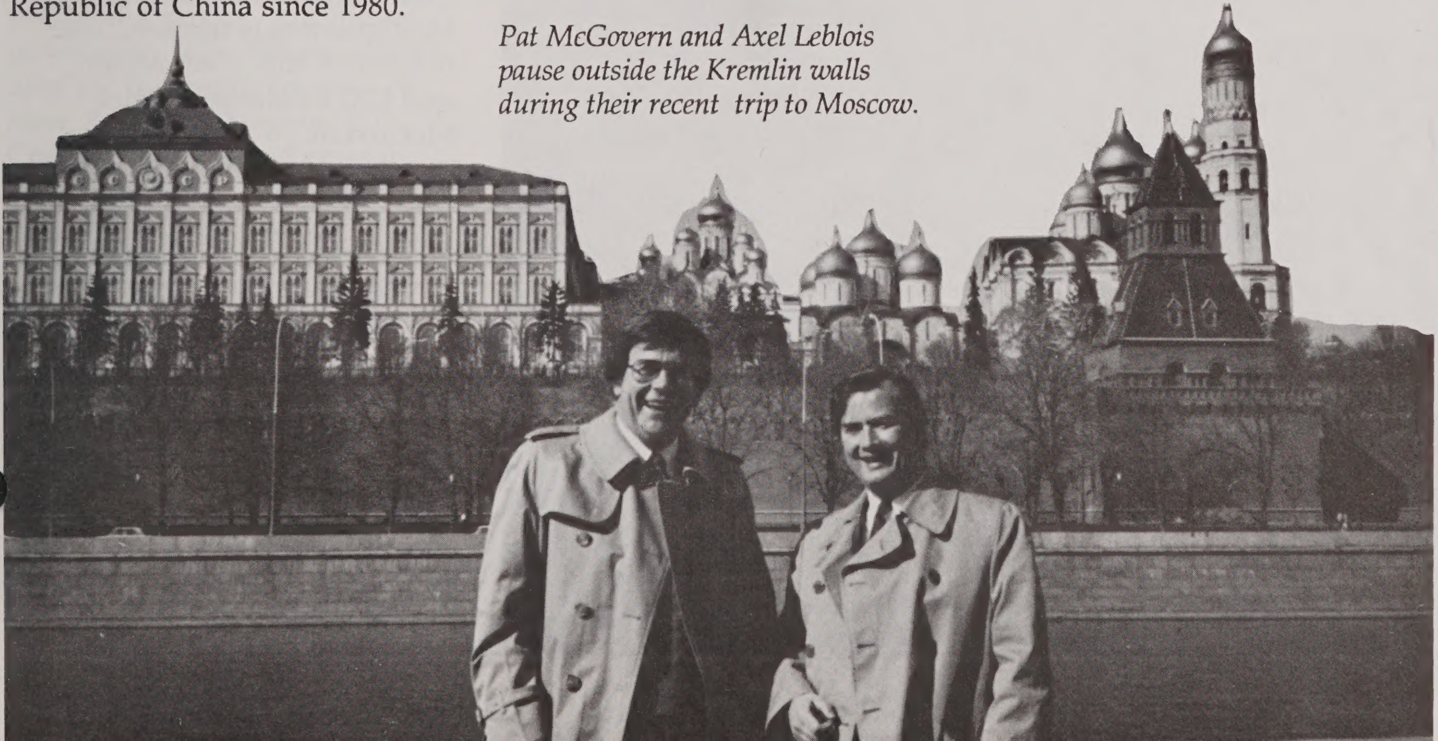
IDG Chairman **Patrick McGovern** and IDG Communications President and CEO **Axel Leblois** recently visited Moscow to investigate the possibility of establishing a joint venture to publish *Computerworld/U.S.S.R*. IDG Communications has had a similar operation in the People's Republic of China since 1980.

If events continue according to plan, Computer/Publishing U.S.S.R. may be an historic first in technical information services in the Soviet Union.

A law permitting joint ventures with foreign companies was first authorized in January of 1987 in the Soviet Union.

Plans call for *Computerworld/U.S.S.R.* to be published biweekly beginning sometime in the first half of 1988, with a move to weekly in 1989. Initial circulation is anticipated to be approximately 50,000.

(Continued on page 4)



Pat McGovern and Axel Leblois pause outside the Kremlin walls during their recent trip to Moscow.

Jim Povec appointed CEO of CW Publishing

IDG Communications President and CEO **Axel Leblois** recently announced the appointment of **Jim Povec** as President and CEO of CW Publishing in Framingham.

CW Publishing is the publisher of *Computerworld*, *Network World*, *Computerworld Focus* , and *Spotlight*. The group is IDG's leading publishing company.

"I am pleased to welcome Jim to our CW Publishing operation," said Axel Leblois. "His extensive background in information technology publishing, not only at IDG but as founder and president of his own company , will be instrumental in guiding this division."

Lee Vidmer, formerly president of CW/Framingham, moves up to IDG Communications Headquarters as executive vice president of planning and operations.

Led Peterborough's success

Povec previously held the position of president and CEO of CW/Peterborough, where he was responsible for generating revenues in excess of $19 million in 1986. Povec's appointment is effective immediately, and he will officially relocate on July 1.

Mike Perlis, former publisher of *inCider* magazine, has been appointed President of CW/Peterborough.

Entrepreneurial atmosphere

"I was initially attracted to IDG Communications because of its entrepreneurial atmosphere, having started my own company in this industry several years ago. IDG's strong support for independent management was a major reason for our success in Peterborough," said Povec. "CW Publishing has a leadership role to play at IDG Communications and I look forward to positioning this impressive business unit as the most entrepreneurial group in the company."

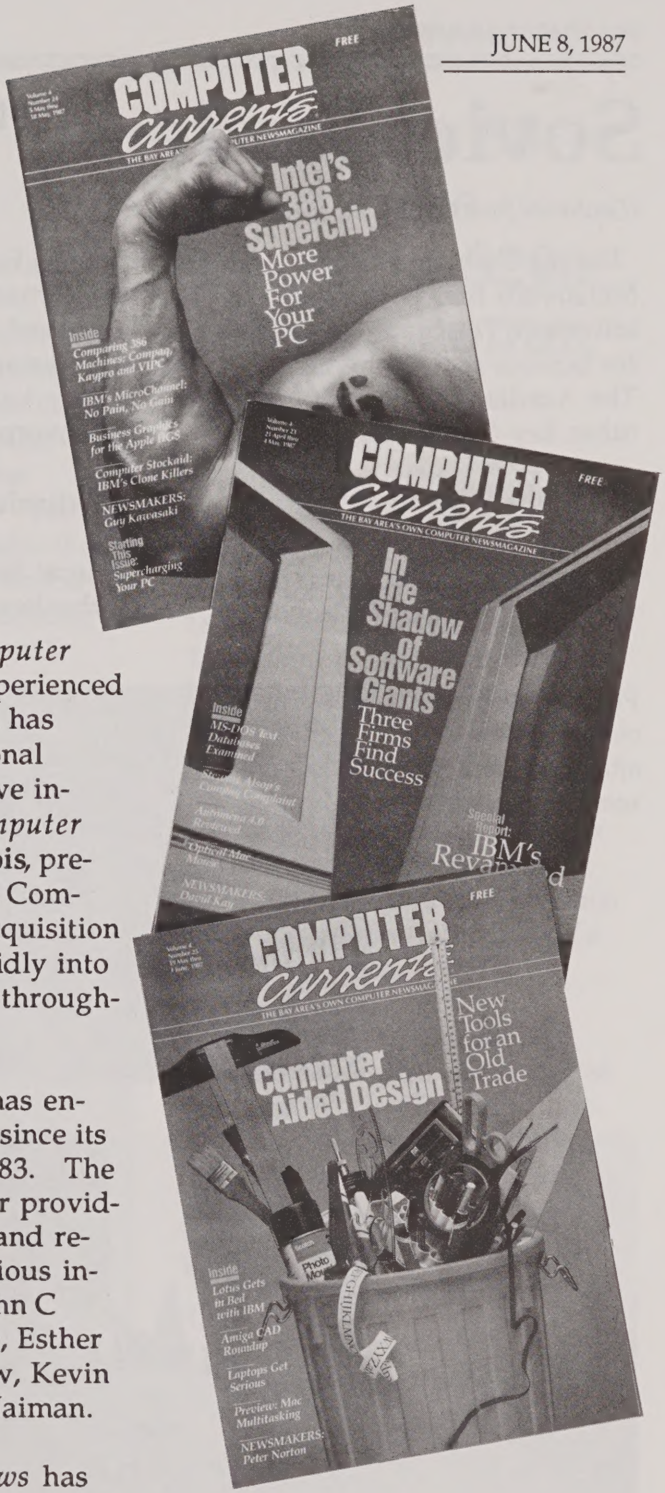
Prior to joining IDG in 1985, Povec founded Camden Communications, Inc., a Maine-based publisher of consumer computer magazines and newsletters. His previous publishing experience includes his tenure as president and majority stockholder of New England Publications, an outdoor-recreation publishing company.

"Jim did an outstanding job to increase the marketshare, revenue growth, and profitability of the publications at CW/Peterborough. His appointment illustrates our company's commitment to the policy of promoting from within wherever possible. The appointment of Mike Perlis to the position of president of CW/Peterborough and Lee Vidmer's move up to IDG Communications Corporate Headquarters is further confirmation of this commitment," said IDG Chairman **Patrick McGovern.**

Jim Povec, president and CEO of CW Publishing. Jim will be joined in Framingham in the near future by his wife, Karen; their daughter Jessica, 13; their twins, Josh and Hillary, 11; and their 18-month-old baby, Joseph, whom they recently adopted in Chile.

IDG Communications acquisition creates largest regional computer tech publishing network in U.S.

Plans call for regional publication in NY, Washington, DC, Chicago and Texas


COMPUTER Currents
FREE
THE BAY AREA'S OWN COMPUTER NEWSMAGAZINE
Intel's 386 Superchip
More Power For Your PC
Inside
Comparing 386 Machines: Compaq, Kaypro and VIP
IBM's MicroChannel: No Pain, No Gain
Business Graphics for the Apple IIGS
Computer Stockaid: IBM's Clone Killers
NEWSMAKERS: Guy Kawasaki
Starting This Issue: Supercharging Your PC
COMPUTER Currents
FREE
In the Shadow of Software Giants
Three Firms Find Success
Special Report: IBM's Revamped
NEWSMAKERS: David Kay
COMPUTER Currents
FREE
New Tools for an Old Trade
Computer Aided Design
Inside
Lotus Gets in Bed with IBM
Amiga CAD Roundup
Laptops Get Serious
Preview: Mac Multitasking
NEWSMAKERS: Peter Norton

IDG Communications recently acquired *Computer Currents* publications and has formed Computer Currents Publishing, Inc. to create the largest nationwide network of regional computer publications.

Computer Currents, presently published as separate regional editions in San Francisco and Los Angeles, is the most successful regional computer newspaper published in the United States.

IDG Communications' *Boston ComputerNews* will now join the *Computer Currents* publications in the new regional publishing group. Additional publication launches are scheduled for metropolitan areas of New York, Washington, D.C., Chicago, and selected cities in Texas.

Stan Politi, founder of *Computer Currents*, has been named president of Computer Currents Publishing, Inc. and will continue as publisher. **David Needle**, former news editor at *InfoWorld*, will remain editor.

"The addition of *Computer Currents* under the experienced direction of Stan Politi has strengthened the regional publishing programs we initiated with *BostonComputer News*," said **Axel Leblois**, president and CEO of IDG Communications. "This acquisition allows us to move rapidly into new regional markets throughout the country."

Computer Currents has enjoyed loyal readership since its inception in June of 1983. The publication is noted for providing insightful writing and reporting from such various industry watchers as John C Dvorak, Stewart Alsop, Esther Dyson, George Morrow, Kevin Strehlo, and Arthur Naiman.

Boston Computer News has been enthusiastically supported by advertisers and the greater Boston computer community since it premiered in November, 1986. Its present team will continue under the direction of editor **Steve Burke**. "The *Boston Computer News* team has demonstrated outstanding dedication by producing the highest quality regional computer newspaper in the greater Boston area," said Leblois.

Computer Currents Publishing, Inc. is located at 5720 Hollis Street, Emeryville, CA 94608. Their phone number is (415) 547-6800.

Soviet leaders: "Computing is a Key P

(Continued from page 1)

During their trip, Leblois and McGovern met with representatives of The State Committee for Science and Technology, The Academy of Sciences, and other key Soviet ministries.

"Glasnost" proves positive

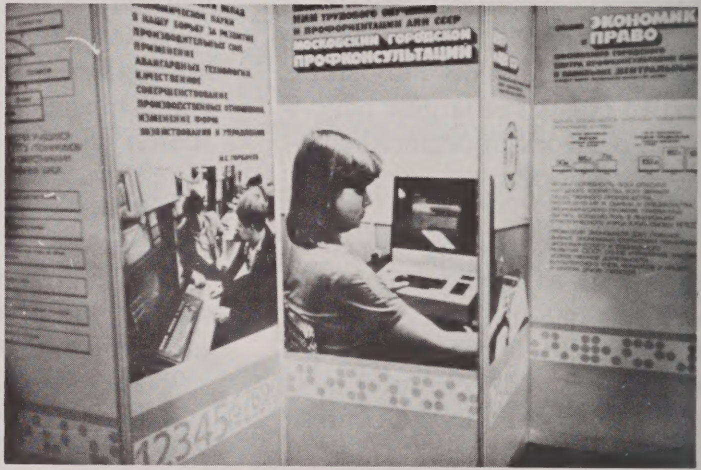
"We had an opportunity to test the atmosphere of "glasnost," the new Soviet spirit of openess to international cooperation. We found there was great interest in establishing a high technology joint venture," said McGovern.

Gorbachev's tech emphasis

General Secretary Mikhail S. Gorbachev has set ambitious plans for increasing the use of computers in the Soviet Union. Special emphasis has been placed on computer use in education.

The current Soviet five-year plan calls for an increase from 200,000 microcomputers today to 1.1 million microcomputers by 1990. A substantial increase

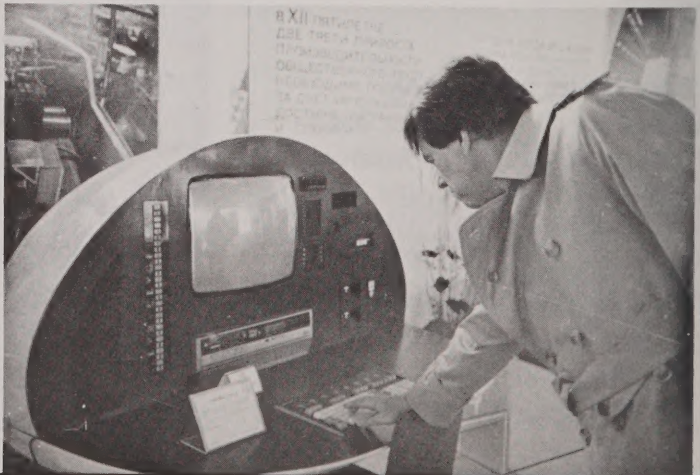
Pat McGovern strolls out of the Kremlin after visits with Soviet ministry officials.



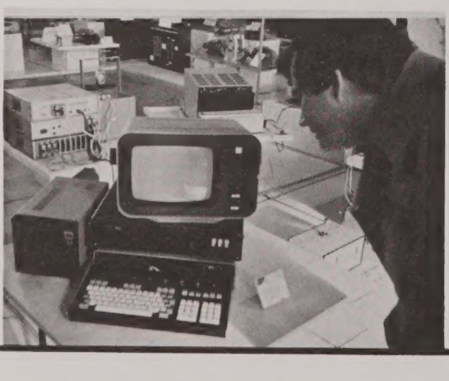
Above: Displays emphasizing the new importance of computers in the Soviet educational system are seen in many places throughout Moscow.

At left: Axel Leblois and Pat McGovern in Red Square in front of the Kremlin.

Below: Pat McGovern inspects a Soviet version of a "The Home of the Future" information center in Moscow.



Axel Leblois examines a "State of the Art" Soviet personal computer.



art of World Culture"

in computer production for minicomputers is also under way.

Soviet leaders have also stated that "Computing is a Key Part of World Culture," and increased education supporting the use of computers increases the quality of life for Soviet citizens and international cooperation and understanding.

U.S.S.R. important market

"Clearly the Soviet Union's desire to increase computer use indicates that there is an important market for a *Computerworld* publication in the U.S.S.R.," said Leblois. "We are encouraged by the results of our first trip to the Soviet Union and look forward to pursuing a publishing venture there."

Axel Leblois holds up Computerworld in the Square in front of the Soviet State Committee for Science and Technology. Maybe next year?

Chairman Pat McGovern inspects advanced computer control systems at a Soviet technology site.

Resocom '88 to address trends in $290 million comm market

CW Communications in France recently announced the Resocom '88 Conference and Exposition to be held February 16-19, 1988 in Paris, France. The event is dedicated to helping end users prepare for the future of the $290 million telecom-munications market.

The show is sponsored by the Paris-based CW Communications France and publications *Le Monde Informatique* and *Le Monde des Telecoms*.

The Capric Organization in Paris will manage Resocom '88 and the World Telecommunications Conference in conjunction with the PC '88 Forum and the Codexpo. IDG's Conference Management Group will assist Capric with the organization of the event.

Resocom '88 is IDG's first conference and exposition for voice and data communications networks in France. The show is expected to draw over 8,000 European professionals to its Paris premiere.

According to conference organizer **Bruno Berthet,** president of Capric, "Resocom '88 is the first edition of an important trade fair dedicated entirely to telecommunications.

(Continued on page 8)

Macworld awarded Maggie for best computer tech magazine

PC World and Publish! among finalists

PCW Communications recently announced that *Macworld*, the Macintosh magazine, received a Maggie Award for the second consecutive year for best computer technology magazine.

The Maggie Awards are presented annually by the Western Publications Association (WPA) to recognize and encourage publishing excellence in the Western United States.

The August, 1986 issue of *Macworld* was the winning issue for the 1987 Maggie Award for best computer technology magazine in the consumer division. *Macworld's* June, 1985 issue won a Maggie a year ago in the same category.

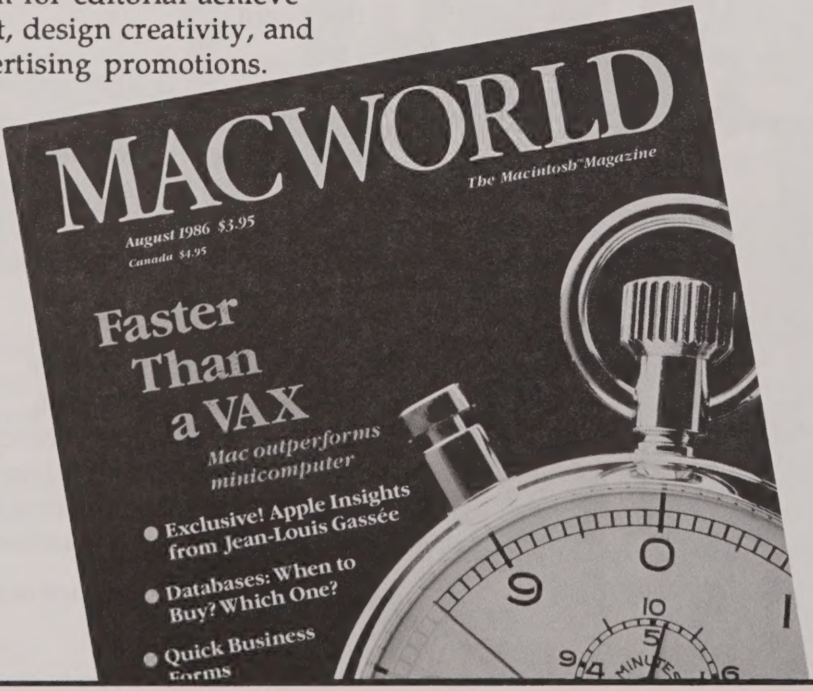
The awards are given in a variety of categories to both trade and consumer publications, with special awards given for editorial achievement, design creativity, and advertising promotions.

"Winning a Maggie Award for two consecutive years underscores the high caliber of editorial and design quality that *Macworld* consistently offers its readers," said **David Bunnell**, PCW Communications chairman and editor-in-chief. "We plan to continue this tradition of excellence."

The April and December 1986 issues of *Macworld* were finalists for best computer technology magazine. *PC World* and *Publish!* were also finalists for a Maggie Award.

The July, 1986 issue of *PC World* was a finalist for best computer technology magazine, and *Publish!* was a finalist for best new publication.

PCW Communications also publishes *Windows* and *Macintosh Today*.


MACWORLD
The Macintosh Magazine
August 1986 $3.95
Canada $4.95
Faster Than a VAX
Mac outperforms minicomputer
Exclusive! Apple Insights from Jean-Louis Gassée
Databases: When to Buy? Which One?
Quick Business Forms

Network World launches ad campaign to position pub as leader

Network World has launched an advertising campaign designed to position the publication as the leading source of information for key decision makers in the U.S. business communications marketplace. The ad recently ran in the May issue of *Business Marketing*.

"We are trying to drive a very simple message home to both current and prospective advertisers with this campaign," said Publisher **Doug DeCarlo.** "And that message is that *Nework World* is not just another communications publication. It is unique, and it is the key to the future of the networking industry. As this message spreads, our advertising support will grow and we will be on our way to becoming the dominant network-oriented publication in the industry."

The ad, titled "The Network is the future...the future is in *Network World*," describes how the "Information Age" has entered its next stage of technological development -- networking. According to the ad text, "Networking is on the verge of creating widespread democratic access to information. Computers and communications have come together through networking, creating new ways of doing business and changing the way society functions."

(Continued on page 8)

CW New Zealand cuts costs, keeps staff lean by using desktop publishing technology

The staff at *Computerworld New Zealand* has taken advantage of the latest desktop publishing technology to keep production costs low and their staff lean.

Five Macintoshes, an Apple Laserwriter, a hard disk, and a solitary PC clone connected by an Appletalk network using Centram's TOPS software to communicate are the components of the desktop publishing system.

Enhances productivity

"We chose the Macintosh Plus because it was the only machine available that could do the job," said Publisher **Reg Birchfield.**

"We continue to find ways to streamline the system to help make our staff more productive."

Text editing and layout are performed on the Macintosh by subeditors **Leanne Gibson, Jim Mahoney, Steve Ballantyne,** and **Lynee Price**, using copy provided by Auckland journalists **Martin Taylor** and **Nobilangelo Ceramalus.**

Modems create global network

Local bureau editor **Stephen Bell** transmits stories by modem from Wellington, the capital of New Zealand . Bell's material, along with stories from IDG's News Network, can be put directly onto pages via the Macintosh, a considerable savings of time and effort.

Computerworld New Zealand Editor **Don Hill** said, "The Appletalk net is vital for sharing resources. Having a single hard disk not only costs less, it also helps prevent needless duplication of documents."

The system is not without its flaws, however. "At the moment our only bottleneck is the LaserWriter Plus," said Hill. "The quality is fine for reproduction on newsprint, but the modest pace of the output can slow us down -- especially on press day."

Aldus Pagemaker software is used by **Lora Johnson**, production supervisor, to assemble camera-ready pages from the stories which are stored in separate files on the system. Screened photos must still be stripped in by hand. The staff looks forward to someday purchasing a scanner capable of producing good half-tone images on the LaserWriter to complete their desktop publishing system.

COMPUTERWORLD
Telecom offers users lightning data link

Computerworld New Zealand editorial team: left to right rear, Stephen Ballantyne, Leanne Gibson, Lora Johnson, Lynne Price and Don Hill; front left to right, Martin Taylor, Jim Mahoney.

Networking is the future...

(Continued from page 6)

The ad goes on to offer readers two free information booklets about the future of networking .

"Networking...Fulfilling the Promise of the Information Age" describes networking in the context of the entire communications industry. The booklet describes networking as the future of the communications industry.

The second publication, *"Communication User Sites in the United States,"* defines for the first time the total business communications marketplace in the U.S. The report breaks the market down into large, medium, small, and very small sites, and describes *Network World's* penetration into those sites.

"These publications show that *Network World* is an essential medium for advertisers who wish to participate in that part of the communications market where the future is being determined -- networking," said DeCarlo.

Users view latest comm technology

(Continued from 5)

The conference and exposition will focus on all facets of telecommunications as it applies to the business user."

The three-day World Telecommunications Conference program will bring telecommunications professionals together for a series of round table discussions and seminars.

Organizers expect to attract distributors, manufacturers, and service vendors from both the European and U.S. markets to participate in the exhibit hall. "This allows users to view the latest data, voice, and telecommunications technologies all in one place," said **Bill Leitch,** IDG Conference Management Group president.

For more information, contact Capric, 38 Rue du Colisee, 75008, Paris, France, telex 648701F, telephone 33 (1) 42.25.41.38. In the U.S., contact IDG Conference Management Group at 617-879-0700.

IDG
WORLD
UPDATE

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Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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PEOPLE

Michael Deutsch

Michael Deutsch has recently joined the sales team of IDC's Vendor Business Unit.

He will be responsible for Continuous Information Services sales in the southeast region of the U.S.

Mike comes to IDC from Data General where he was responsible for the sale of DG's full line of products to end users.

ANNIVERSARIES

One Year
Debbie Thistle - IDG
Debra Whitney - CW/P
Anthony Siciliano - IDC
Jonathan Epstein - DN
Suzanne Fletcher - CW
Mary Grover - CW
Susan Egan - CW
John Robison - IDG

Two Year
Linda Holbrook - PCWCI
Joan Brigham - IDC
Edward Foster - IFW

Three Year
James Gold - IDC
Scott Baum - CW
Donna Raimondi - CW

Four Year
Susan Ford - PCWCI
Andrea Florence - CW/P
Derek Hulitzky - CW

Six Year
Marilynn Raineri - IDC
Patricia Keefe - CW

Seven Year
Matthew Smith - CW/P

Fourteen Year
Jack Edmonston - CW

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 24 JUNE 15, 1987

IDG Communications worldwide managers meet to discuss the market and the future

Clear, positive consensus for continuing development; action-oriented attitude supports projected growth

Eighty senior managers representing every major business unit within IDG Communications met for the Annual Worldwide Managers Meeting, June 4-6 at the World Trade Center in Boston, MA. Emerging opportunities, strategic plans for the 1990s and a thorough overview of operations to date against projections were key agenda items covered during the meeting.

(Continued on page 4)

Computerworld wins Award of Excellence

New CW Spotlight design gains recognition in first graphics competition

The February 2 cover illustration of *Computerworld Spotlight* has won an "Award of Excellence" in *Communication Arts* Magazine's Annual Illustration Awards. The event is the graphics industry's largest juried competition.

The artwork will appear in Communication Arts' July 1987 Illustration Annual.

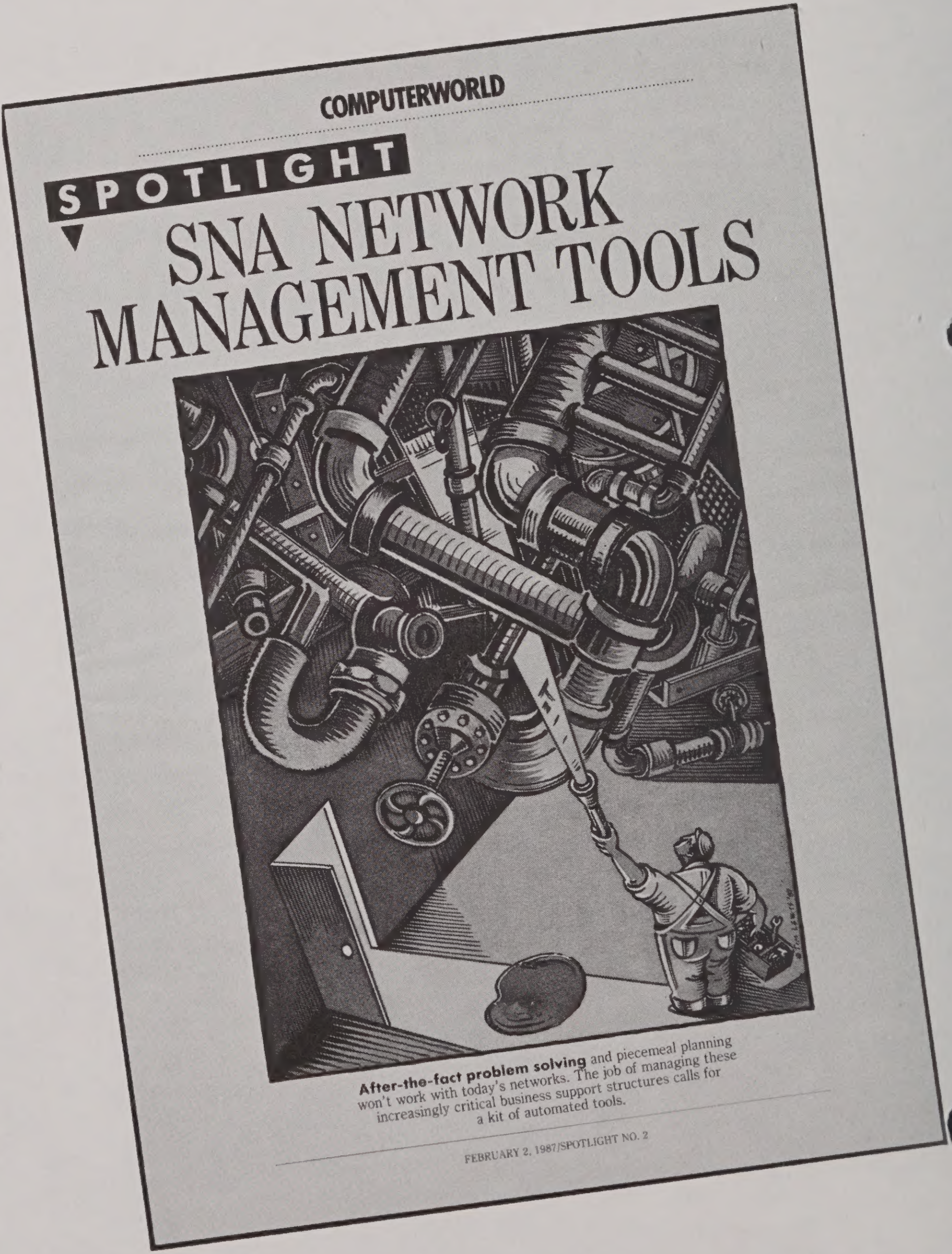
The topic of the February 2nd Spotlight issue was "SNA Network Management Tools." According to **Marjorie Magown**, *Computerworld* design editor, the cover illustration of a maintenance worker diagnosing a problem in a plumbing network is meant to graphically depict the complicated nature of managing a network.

Magown selected free-lance artist Tim Lewis to do the illustration and worked closely with him to refine the concept of the watercolor design . The Spotlight section was edited by **Joanne Kelleher**.

"We're quite proud of this award, as it is the very first contest we've entered with part of our new design," said **Bill Laberis,** *Computerworld* editor.

Computerworld underwent a major facelift in February, which included the addition of the now-weekly Spotlight section. The format was designed by consultant **Ronn Campisi**

"It's our assumption that this will be the first of many design awards we will win with our new look," Laberis said. "And for the first award, we owe alot to *CW's* Majorie Magowan and Joanne Kelleher.



COMPUTERWORLD

SPOTLIGHT

SNA NETWORK MANAGEMENT TOOLS

After-the-fact problem solving and piecemeal planning won't work with today's networks. The job of managing these increasingly critical business support structures calls for a kit of automated tools.

FEBRUARY 2, 1987/SPOTLIGHT NO. 2

(cover photo)
Among the attendees at IDG Communications Worldwide Managers Meeting: Francois Chaussiornnere, France: Steve Twombly and Roger Murphy, Peterborough; Pat Kenealy, Digital News; Jeff DeTray and Mike Perlis, Peterborough; Jim Martin, PcW Communications; Patricia Poupaert, France; Linda Holbrook, PcW Communications; Jonathan Sacks, InfoWorld; Eric Hippeau, InfoWord; Jacques Tillier, France; Mark Sullivan, IDG Communications; Pat McGovern, IDG.

Mikita receives James Peacock Memorial Award

IDG Chairman **Patrick McGovern** recently presented **Rich Mikita,** IDC's director of processor research, with the James Peacock Memorial Award.

The Peacock Award is given in memory of **James Peacock,** a senior vice president of IDC for fifteen years until his death in 1981. Peacock was highly regarded for his excellence as a market research professional.

The award is presented each year to the person at IDC's U.S. operation who makes the most important contribution in organizing and conducting research projects, completing those projects in a timely manner, and effectively communicating the results of that research to IDC clients.

Over the last year, Mikita has assumed a broad range of responsibilities in the Computer Market Planning Service, and has done a truly outstanding job in assuring that IDC maintains its reputation as the industry's best source of processor information.

Mikita has also played a leading role in IDC's successful VAR Program, and has contributed in the Unix area as well as to the Printer Market Program, and the new Technical Computing Research Group. In addition to this responsibility, he has become one of IDC's key internal resources, helping many other programs in their research and client support efforts.

Mikita received $3,000 and an engraved plaque for achieving first place.

The James Peacock Memorial Award Runners Up were **Rebecca Segal,** program manager of the Customer Service Program in the Vendor Business Unit, and **John DeSouza,** director of LPS International Service. Each received a certificate and $1,000 in cash.

Carl Masi, Chairman of IDC, nominates employees for the award based on their professional accomplishments in the prior year. The winner is chosen by **Pat McGovern** and his executive staff.

Pat McGovern presents Rich Mikita with the James Peacock Memorial Award.

Rebecca Segal, James Peacock Memorial Award Runner-Up

John DeSouza, James Peacock Memorial Award Runner-Up.

Worldwide managers identify market

(Continued from page 1)

"It was a real pleasure to have a complete representation of managers from all our operations at this meeting," said President **Axel Leblois.** " By the final sessions, I felt there was a clear and positive consensus regarding our plans for development."

Market challenges

"Where we have market challenges, our managers are tackling them with strong and perceptive attitudes. Managers from vibrant, expanding markets illustrated their ability to build on that success for the future. We have a truly excellent group of individuals in the company, and it was exciting and enlightening to be a part of this diverse and dynamic group," said Leblois.

Over 80 IDG Communications managers from 30 countries attended the meeting at Boston's World Trade Center where, during scheduled work sessions and at several special events, they shared goals, ideas, experiences and accomplishments.

Excellent organizers

"I owe a debt of gratitude to **Marion Kibbee** and her staff for their excellent organizational work in preparing and running this meeting," continued Leblois. "Without **Marion, Debbie Waters , Lee Rudenauer, Jeff Cordeiro, Mark Sullivan** and **Karen Elliott,** we simply would not have had such a successful meeting."

challenges; outline strategies for success

For the first time, the Worldwide Managers Meeting included not only country managers, but publishers with major P&L responsibility. This encouraged wide-ranging discussion of the activities in the publishing division.

Vision for 2000

IDG Chairman **Patrick McGovern** opened the meeting with a presentation of IDG's mission, and strategic plans through the 1990s and into the year 2000.

"It was fascinating for all of us to share Pat's vision of the future," said Leblois. "We need to look farther forward so we can recognize important strategic opportunities."

In addition to the important country-by-country reviews which took place on the first day of the meeting, there were many valuable presentations during the three-day meeting.

David Bunnell, chairman of PcW Communications in San Francisco, reviewed his ideas about future publishing opportunities and the future of the industry.

(Continued on page 7)

Some of the key executives at IDG Communications Worldwide Managers Meeting: (first row) Axel Leblois, IDG Communications; Valerie Shanks, Spain; Chen Mingkun, China; Will Zachmann, IDC; Bill Leitch, IDG Conference Management; David Bunnell, PcW Comm; Marion Kibbee, IDG Communications; Bill Murphy, IDG; Pradeep Gupta, India; (Second Row) Bengt Marnfeldt, Sweden; Ruben Argento, Argentina; Art Shields, InfoWorld; Paco Zabala, Spain; Manfried Weiss, Austria; Verna Skuffham; Canada; Glenda Cudaback, IDG; (Top Row) Bob Miller, IDG; Dick Yamashita,Japan; George Laughhead, Peterborough; Kalman von Vajna Nagy, Venezuela; Ian Thalmessinger, IDG U.K.; Ed Marecki, CW Publishing Framingham; Ron Mastro, Network World; Eckhard Utpadel, Germany; Pat McGovern, IDG; Martin Durham, U.K.

First Intraprenuership Award presented to Dezso Futasz

IDG Chairman **Pat McGovern** presented **Dezso Futasz,** General Manager of Computerworld Informatika in Hungary, with the first Annual IDG Intrapreneurship Award during the IDG Communications Worldwide Managers Meeting.

Futasz was honored for successfully launching two publications and four newsletters in just 8 months. They include the tabloid newspapers *Computerworld SZT* and *Mikrovilag*.

"Dezso's ability to recognize the information needs of his marketplace and answer them quickly has resulted in his outstanding success in Hungary," said IDG Communications President and CEO **Axel Leblois.**

The idea for the award came about as a result of a group discussion in the "Action-Oriented 'Let's Try It'" corporate value workshop held during the IDG Communications Worldwide Managers Meeting.

The award recognizes the performance of an individual who truly exemplifies the "intrapreneurial" spirit of the company.

"We felt it was important to recognize the efforts of those who take risks and succeed against the odds," said Axel Leblois. "Their determination is what makes the company succeed and achieve its ambitious goals for growth. I am happy to say we will present this award each year."

Managers honored for outstanding performance

IDG Chairman **Pat McGovern** hosted the Annual Chairman's Banquet for IDG Communications Worldwide Managers during the International Manager's Meeting in Boston, MA . A highlight of the evening was the presentation of the 1986 Chairman's International Awards for Outstanding Achievement.

Preben Engell of Computerworld Danmark A/S received the Chairman's Award for Outstanding International Management Achievement. Engell succeeded in achieving a 231% increase in 1986 over his 1985 plan, despite the strong competitive environment in his country.

The Chairman's Award for Greatest Percentage Increase in Advertising Revenue was presented to **Paco Zabala** of CW

(Continued on page 8)

Teamwork, openness, free speech crucial to successful corporate communications strategy

(Continued from page 5)

PCs in 1992

"The home computer will be successfull when it will become more attractive than TV," Bunnell said," and become a major home appliance which informs, entertains and educates. I predict that this new generation of PCs will emerge in 1992. It will combine all home entertainment system ideas including a new era of games," he explained.

"This will introduce, for the first time, a true consumer technology revolution which will demand an enormous new range of publications and information services as the number and sophistication of users escalates rapidly."

Bunnell also indicated that most tech workstations would be soon be 386-based, and that programming, a second generation of hobbyists, desktop engineering, connectivity and graphics all offered major new-product opportunities.

Many ideas were exchanged at a session titled "How to Improve Corporate Communications in a Fast-Growing Environment." A wide variety of suggestions were made as critical elements of a successful corporate communications program.

(photo at left)
IDG Chairman's Award Winners (left to right) Paco Zabala, Preben Engell, Morten Hansen, Ney Kruel, Alan Power.

Free speech, trust

Teamwork, openness, participation in decision-making, an environment of free-speech, trust and clear two-way communication with emphasis on good listening skills were all emphasized as important values in a successful communication strategy.

Ideas which were recommended as being supportive of a successful communications environment included well conducted meetings, a more open office plan with fewer walls and less formality, frequent off-site meetings and management's enthusiasm for sharing both plans and progress reports. Careful new employee orientation, including CW France's approach which allows every new employee a full first week introduction to the company during which each individual spends one day with every department in the company, was emphasized as an important long-term investment.

Separate workshops were organized to discuss each of IDG's ten corporate values, and a plenary session took place during which each workshop group reported on how well the company lives up to each value.

Future trends

The final day included presentations by IDC's **Will Zachmann** about Trends in the Information and Technology Industry, and by IDG Communications Vice President of New Products **Steve Woit** on Trends in the Computer Information Technology Advertising and Publishing Markets, and a series of seminars devoted to a variety of new business opportunities around the world.

The meeting closed with an afternoon session during which IDC's Chairman and CEO **Carl Masi**, IDG's Director of Corporate Communications **Glenda Cudaback**, IDG's Executive Vice President **Bill Murphy**, IDG's Controller **Ted Bloom**, and IDG's International Controller **Ian Thalmessinger** outlined a variety of projects and recommendations for the months ahead.

IDG Communications International Marketing Services Managing Director **Frank Cutitta**, and IDG Communications Director of the International News Group **David Hill** updated the group on news from their respective areas. And Bunnell, Leblois, Vice President/Central Europe **Eckhard Utpadel** and IDG Communications/Japan President **Dick Yamashita** concluded the meeting with a panel discussion of Accomplishments and Challenges as Worldwide Leaders in Information Technology.

Impressive strength

"This meeting illustrates that IDG Communications is led by individuals who are enthusiastic about, and well-prepared for, the future," said Leblois. "We

(Continued on page 8)

Far-sighted vision shared

(Continued from page 7)

heard excellent examples of how publications like *InfoWorld* and *Computerwoche* are successfully countering major competitive factors, and we listened as exciting new products like *Macintosh Today* and *Computers in Science* were introduced," he continued.

"Dick Yamashita's vision for an increased relationship between computers and the component industry is a far-sighted one, and represents major business for us. Every representative from our companies around the world also shared their visions of the future with each other."

"It is a tremendous honor for me to work with such a great group of people," Leblois concluded. "I intend to do my utmost to give them the support they need to fulfill their expectations, and build IDG's future."

IDG WORLD UPDATE

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"Managers get the job done"

(Continued from page 6)

Communications, S. A. in Spain. Due to his outstanding efforts, *Computerworld Espana* realized a 139% increase in ad revenue.

Morten Hansen of CW Norge A/S received the Chairman's Award for Greatest Percentage Increase in Paid Circulation. *Computerworld Norway's* circulation base increased 348%.

The Chairman's Award for Greatest Percentage Increase in Advertising Marketshare went to **Alan Power** of Computerworld Pty. Ltd. in Australia. *PC World Australia's* market share in 1985 was 28% which increased to 57% in 1986. The growth represents an overall increase in advertising marketshare of 105%.

Ney Kruel of Computerworld do Brazil received the Chairman's Award for Most Successful New Publication Launch. *PC Mundo* debuted in January of 1986 and realized a 29% profit against their revenue plan.

"Each year we present these awards to those managers whose skills and determination have resulted in outstanding performance," said McGovern. "They all share a common ability to 'get the job' done, and the company benefits enormously from their achievements."

ANNIVERSARIES

ONE YEAR

Thomas Moran - IFW
Blair Crane - PCWCI
Sharon Jensen - DN
Francesa Parsons - IDC
Valdo Randpere - CW/Sweden
Stefan Karlebo - CW/Sweden
Martin Hingley - IDC/England
Sophie Bensimon - CW/Denmark
David Harmer - CW/England
Trevor Lund - CW/England

TWO YEAR

Marcia Blumenthal - IDC
Vicki Brown - IDC
Remy Lescure - MP/France
Andreas Dunse - CW/Germany
Judith Dunne - IDC/England
Andrew Goodey - CW/England

THREE YEAR

Michael D'Onofrio - CW
Pam Leslie - IDC
Carol Miller - IDC
Yara Nino - CW/Brazil

FOUR YEAR

Mark Duran - PCWCI
Beth Krommes - CW/P
Jean-Louis Redon - CW/France
Christine Mair - CW/Germany

SIX YEAR

Douglas Cheney - CW
Marcia Burke - CW/P
William Greenwood - CW/P
Gabriele Scheurle - CW/Germany
Heriard Dubreuil - CW/France

SEVEN YEAR

Robin Silverman - IDG
Marilena Goncalves Maia - CW/Brazil

NINE YEAR

Susan Dovi - CW
Debbie Sobin - IDG

IDG
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JUNE 29, 1987

InfoWorld makes steady progress against *PC Week*; LA is first territory surpassed in share of market

Momentum builds in other major advertising markets

For the first time *InfoWorld* surpassed *PC Week's* advertising market share in its Los Angeles territory. *InfoWorld* recorded a 19% share compared to *PC Week's* 16.5% for the month of May. (See related story.)

An extensive requalification program has also revealed that *InfoWorld* leads all PC books in the number of readers who are qualified volume buyers.

InfoWorld continues to make impressive and steady progress against the competition. The publication's advertising pages during the first five months of 1987 increased 18.9% over figures from the same period in 1986. *InfoWorld's* gains greatly out-distance the average increase of 3.9% for competitive trade publications and a 4.2% figure for *PC Week*, according to *Computer Publishing Advertising Report*.

"We are beginning to reap the benefits of a well-fought competitive battle with *PC Week*," said **Eric Hippeau**, president of InfoWorld Publishing. "Momentum is beginning to build and we feel our other major advertising markets can follow LA's lead. "

(Continued on next page)

Inside: Look for the special article in this week's Update "AIDS in Our Workplace." Janet McGinnis, director of administration at PcW Communications, outlines how PcW has helped employees deal with the AIDS issue.

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INFO WORLD
THE PC NEWS WEEKLY

PRODUCT COMPARISON
PAINT PROGRAMS

IBM Shrinks Big Buyers' Paperwork

Eases Discount Requirements

By Edward Warner and Alice LaPlante

CHICAGO — Corporations that buy IBM hardware and software in large quantities will have substantially less paperwork to complete next time they sign a Volume Procurement Amendment (VPA) with IBM.

IBM last week simplified its

IBMs New VPA Discount Structure

Discounts based on the number of IBM PCs and terminals committed to within a 12-month contract

Number of PCs or Terminals	PC Discount	Terminal Discount
6	0%	6%
20	12%	9%
50	12%	12%
150	20%	15%
250	27%	18%
500	27%	21%
750	28%	24%
1000+	30%	27%

Because product categories have been consolidated, IBM's simplified VPA allows customers to include and "count" terminals when trying to qualify for a volume discount on PCs or PS/2s.

IBM Unveils 60 Products in Biggest Communications Announcement Ever

Features Support Multivendor Environments

By Alice LaPlante

NEW YORK — In its largest set of communications announcements ever, IBM last week introduced more than 60 new products that signal Big Blue's determination to become a software-intensive systems integrator for the multivendor environment.

"We've made a number of enhancements that will give them [our customers] what they are asking for in today's increasingly complex and multivendor business environment," said

lips, chairman of the Committee of Corporate Communications Users (CCCU), which represents 30 of the largest telecommunications users in the country.

"There were two major themes to this announcement: first, 9370 connectivity has been vastly improved; and second, Netview is being repositioned

PC-Related IBM Announcements

- New version of ACF/VTAM that includes support for X.25, Token Ring, and LU 6.2, and dynamic table changes.
- Rolmbridge 5250 Personal Computer Communications Feature.
- New version of Netview that supports SAA.
- Netview Solution Pac.
- New version of Netview/PC.
- 3194 Display Station.
- Upgrades to 3174 cluster controller.
- Model 2 of the IBM 3812 Pageprinter.

InfoWorld requalifies: enhances competitive edge

(Continued from previous page)

Increased marketing

InfoWorld's stepped-up marketing activity has helped the publication make impressive market gains.

A heavy media and direct mail campaign has been under way since the beginning of the year. Market briefs, show and editorial announcement mailers and a major ad campaign appearing in SRDS, *ADWEEK* and in *InfoWorld* has resulted in high visibility for the publication in major target markets.

Close to the customer

The overwhelming response to the publication's product reviews recently led to the introduction of the *InfoWorld* product test centers. The centers have been set up in Chicago, Boston, New York, Atlanta and Dallas, and allow vendors and users to interact face-to-face to share product information. At the same time, *InfoWorld* benefits from exposure to both audiences.

"We have undertaken an extensive marketing campaign this year which has proven to be highly successful. Our product test centers have also provided a unique opportunity to communicate with our prospects and stay close to our customers' needs," said **Art Shields**, vice president of marketing at *InfoWorld*.

"In addition we have just completed an extensive requalification program which gives *InfoWorld* a strong competitive advantage in the marketplace," said Shields.

Over 140, 000 buyers

With a strictly qualified circulation base of 140,791, *InfoWorld* now supplies the largest number of volume buyers in the PC marketplace. *InfoWorld* announced the results of its requalification program at an Executive Breakfast Briefing during Spring COMDEX in Atlanta.

The stringent qualification criteria demanded that subscribers have direct personal buying involvement and that they be responsible for four or more PC systems. "We now have hard facts and figures to guarantee advertisers will reach their most desirable audiences through *InfoWorld*," said Eric Hippeau.

INFOWORLD VICE PRESIDENT OF MARKETING, ART SHIELDS, REVEALS *INFOWORLD'S* NEW QUALIFIED CIRCULATION NUMBER -- 140,791-- AT INFOWORLD'S EXECUTIVE BREAKFAST BRIEFING DURING COMDEX IN ATLANTA. OSICOM TECHNOLOGY, ROCKAWAY, NEW JERSEY, WON $57,000 IN FREE ADVERTISING IN INFOWORLD FOR COMING CLOSEST TO GUESSING THE CORRECT NUMBER.

AIDS in our workplace

How PcW Communications addresses a complex issue

by Janet D. McGinnis

Janet D. McGinnis is the director of administration at PcW Communications in San Francisco. McGinnis oversees employee relations, accounting technical and administrative services as well as the training department. She has more than fourteen years of extensive experience in public administration and management consultation.

AIDS (Acquired Immune Deficiency Syndrome) is a disease that leaves an individual vulnerable to illnesses that a healthy immune system might otherwise overcome. As defined by its name, the disease is **acquired**, not inherited. It is a syndrome because there are signs and symptoms that together characterize the disease.

AIDS is a worldwide epidemic. It does not discriminate based on race, religion, color, national origin, ancestry, physical handicap, medical condition, marital status, age, sex, or sexual orientation. AIDS is not a casually transmitted disease; it cannot be spread by casual contact in the workplace, at school, or at home. AIDS hysteria, on the other hand, is highly contagious and easily transmitted.

We have some employees with AIDS at PcW and I have been asked to share with you some of our experiences in dealing with this difficult and complex issue. I don't feel comfortable suggesting we are the model against which other companies should measure their success. We are working proactively, however, and we are pleased with some of the results. We don't have answers to all of the questions that are being raised as we struggle with this disease in our workplace; and we can't give our employees health, which is what we want for them. We are working to get questions answered and to make certain the answers make sense. And we are individually and collectively facing the responsibility and opportunity to put the following corporate values to the hard test of reality:

IDG Corporate Values:

* **Show respect for the dignity of each individual**

* **Invest in our people through training**

PcW Corporate Values:

* **Respect for the dignity of the individual: empathy and support for the unique styles and endeavors of all employees, business partners, readers, and all others with whom we work**

* **Freedom of expression: within our company and within our editorial pages**

* **Fostering positive human relationships with fairness and honesty**

From Theory to Reality

Our management team met several times in late 1985 and early 1986 to discuss how we would deal with AIDS in our workplace, but it all seemed like theory until one of our employees shared with us that his friend had AIDS. Suddenly, AIDS had hit home and we had to move from theory to reality.

Coping with AIDS in our workplace has been a joint effort from the beginning. The management team established an AIDS policy and support offering AIDS education to employees beginning mid-year, 1986 -- before we had an employee diagnosed with AIDS. The senior management team was the first group to go through the training. Our employee relations manager and accounting manager have researched benefits questions and problem-solved specific AIDS-related issues with IDG. *Much of that research was done before we had an employee with AIDS*. Individual managers openly discuss the types of issues, problems, and potential solutions that could be put into place if and/or when one of

(Continued on next page)

Response to seminars overwhelmingly positive

(Continued from previous page)
their employees is diagnosed with AIDS. Many of our employees have shared their experiences of personal growth, grief, learning, and living with AIDS among their friends, families, and now, co-workers.

In summary, then, we focus our resources in five directions:
1. Education
2. Benefits
3. Coaching the employee who has AIDS regarding benefits
4. Work assignment analysis and redistribution
5. Personal support

Education

Education is sometimes referred to as the process of demystifying a topic or issue. When AIDS is the topic the process is as much one of demythifying as it is of de-mystifying. Our seminar is one hour in length and is composed of a 30-minute video entitled "AIDS in the Workplace," and approximately 30 minutes of questions and answers. We have conducted the seminar eight times in San Francisco and more than 85% of our employees have elected to attend. We have conducted the seminar for one of our field offices and will offer it to the remaining offices in the near future.

The video is the case history of a PWA (Person With AIDS) and documents his experience, reviews the research findings from the CDC (Centers For Disease Control), and explodes some of the myths that are so frequently associated with this disease. The difference between testing HIV (Humanimmunodeficiency) Positive, having ARC (AIDS Related Condition), and having AIDS is explained and repeated several times so the learner really has an opportunity to begin to understand some of the language associated with AIDS.

Well-documented research findings are cited to demonstrate to the viewer the CDC has determined that AIDS cannot be spread by sneezing, breathing, coughing, touching, hugging, holding or shaking hands. Explicit information is provided in the video and during the discussion regarding the four ways AIDS can be transmitted: sexual intercourse with a person who is infected with the AIDS virus; sharing hypodermic needles with an infected person; injection of contaminated blood products, such as in blood transfusions (prior to 1985 testing procedures); and passing the virus to an infant through birth or breastfeeding.

Janet McGinnis of PcW Communications conducts seminar on AIDS in the workplace.

Sensitivity

We also share with seminar participants the PcW Policy on AIDS (see box page 5).

At the end of the seminar we provide approximately ten brochures covering various aspects of AIDS. We encourage employees to stay informed and to continue to ask questions and discuss their feelings about this disease. Response to the seminars has been overwhelmingly positive, *with a number of employees choosing to attend a second session.*

Benefits

Shelly Ginenthal (employee relations manager) and **Pat Murphy** (accounting manager) have conducted several brainstorming sessions during which they challenged each other (and sometimes me) to think of all the questions, issues, and benefits-related problems that could possibly arise

open discussion of issues, problems and solutions

for an employee who has AIDS. They began these sessions before we had an employee diagnosed with AIDS in order to have the answers before an employee asked the questions. Their thinking was that the employee would have enough to deal with after a diagnosis -- they didn't want to add to the burden with inaccurate or inadequate answers regarding benefits.

Shelly and Pat reviewed our insurance policies and searched them for answers to questions regarding such things as: social worker support, physical therapy coverage, hospice care, etc. When coverage was not clear, they contacted IDG Personnel for answers. When they found that coverage was inadequate, they asked for and received increased coverage through IDG. For example, review of the Kaiser policy revealed that oxygen in the home was not covered. Since employees with AIDS are likely to need oxygen in the home, IDG agreed to extend the coverage to include it.

They have learned more than they ever wanted to know about short-term disability, long-term disability and state disability. They can now tell an employee the exact minute their coverage converts from one form to another. All of this research is extremely important because missed dates or incorrectly filed reports can result in employees not being covered by insurance.

Coaching

Benefits coaching demands complete, accurate, and timely information. Acutely aware that incorrect information could be a disaster for an employee who relies on these benefits, Shelly checks and double-checks all of the information she provides. She works most closely with our employees who have AIDS when they are too ill to work, so she has the added responsibility and privilege (as she regards it) of trying to give them just the right amount of information and support -- all that they need to file the next form and understand what's going on with the state or the doctor's statement or the insurance company, but not more than they are able to deal with at any given time.

Work Options

Managers of work units who have employees with AIDS must re-examine how the work gets done in order to meet the changing conditions in their departments. Some of the variables they can adjust and tools they can use include:

* Allocating deadline-intensive work to a stable workforce (if appropriate)
* Increasing approved (paid) overtime
* Increasing use of temporary staff
* Accelerating the timing of planned staff increases
* Cross-training for adequate backup
* Status reports
* Active and open communication among the entire staff (including the PWA) regarding feelings and problems that inevitably arise.

Personal Support

Since personal support is personal, I don't know all of the supportive things that have

(Continued on next page)

PcW Policy on AIDS

Our company has taken the stand that AIDS is a life-threatening illness, like cancer or heart disease. We are dealing with AIDS as we would any other life-threatening illness.

By modeling our AIDS policy on existing policies for employees with other terminal illnesses, our organization is ensuring that people with AIDS are treated with sensitivity by management and consistently with other employees. We support the position established by the Centers For Disease Control (CDC) that **employees with AIDS do not present a risk to other employees in the workplace.**

People with AIDS and other life-threatening illnesses often wish to continue as many of their normal activities as possible, including work. We support people with AIDS in their desire to stay in the workplace as long as they are able to maintain acceptable work standards and as long as medical evidence indicates, on an individual basis, that it is appropriate for them to continue in the work setting.

Open forum for discussion

(Continued from previous page)

transpired between our employees with AIDS and the rest of our staff. I am aware that our employees are doing the following:

* Sending flowers, gifts and care packages
* Calling to talk
* Passing along office news
* Talking openly about AIDS
* Speaking with the family
* Giving reassuring physical contact
* Taking the partner out to dinner
* Responding emotionally to an emotional situation
* Talking about the future without denying the reality of today

Finally, we are learning that we need to take care of ourselves. Dealing with AIDS in our work place is stressful for all of us. As a staff, we have just begun meeting once a week to support each other as we deal with this issue. The pressure of educating others, answering questions correctly, spotting trouble signs, and being constantly alert to new issues takes a toll. We now plan to meet once a month with managers of employees with AIDS in order to provide support for them, and an open forum to discuss work-related issues that need to be addressed. We encourage employees to openly discuss AIDS and its impact on them in our workplace as well as in the rest of their lives. Ultimately, we all need support during a crisis. AIDS is a crisis of epidemic proportions which can-not and should not be ignored in the workplace.

IDG sponsors AIDS seminar

Opportunity to express support, ask questions

In an ongoing effort to keep employees well informed about AIDS (Acquired Immune Deficiency Syndrome), IDG has sponsored awareness seminars for Framingham-based groups.

The two-hour session is conducted by a representative of the Boston-based AIDS Action Committee. The presentation is designed to educate employees and separate fact from fiction regarding the disease. The session concludes with an in-depth question and answer period. In addition, IDG also makes available a video prepared by PcW Communications and literature on AIDS.

"As more and more people are diagnosed as having AIDS, or as AIDS carriers, there is no doubt that the disease will begin to affect the workplace," said **Bob Miller**, director of human resources for IDG. "It is important for our employees to be educated about this subject and have an opportunity to voice questions and concerns."

"There are a lot of misconceptions about AIDS, and it is critical for everyone to understand how this tragic disease could affect them, " said **Linda Bowes**, IDG corporate training coordinator. "As an important and ongoing component of IDG's human resource development program, AIDS training is available to any department within the corporation."

The first of these seminars was held in November of 1986 and was attended by 150 Framingham-based employees of IDG, IDC, and IDG Communications.

"We began our seminar program last year to inform our employees about the impact of AIDS. The response was and continues to be very positive. Those who attend the session leave with a very clear understanding of the realities of the disease and its effects," said Linda Bowes.

For more information about IDG's AIDS awareness seminar, or to receive a copy of the video and/or literature, contact Linda Bowes at IDG , 617-875-5000.

For information about PcW's AIDS program, contact Janet McGinnis at (415) 978-3202.

IDG WORLD UPDATE

The Local Loop

ISSUE 17 NUMBER 26 JUNE 29, 1987

RESEARCH ANALYST

IDC in Framingham has an opening for a research analyst in the Unix Department. This position involves conducting primary and secondary research and writing research material on the market for Unix-based computer systems. Responsibilities also include responding to requests for information from clients. Strong writing skills are an absolute must. Experience with personal computers and some knowledge of the computer industry would be helpful. Send resume and writing sample of at least two pages to KC at IDC, 5 Speen Street, Framingham, MA 01701.

PASTE-UP ARTIST

IDG Marcomm Group is looking for a part time paste-up artist in the Production Department to work three to four days a week. Candidate must have experience working with overlays, knowledge of type specification, and the ability to work in a fast-paced, deadline-oriented environment. Familiarity with direct marketing would be helpful. Contact Barbara Bannon, IDG Marcomm Group, 20 Speen Street, Framingham, MA 01701.

CLIENT SERVICES REP/RESEARCH ANALYST

IDC's Leasing Planning Services (LPS) Group is looking for a client service representative/research analyst. Primary duties will include supporting the senior leasing analyst in handling client inquiries, analyzing computer market trends, and working with numbers. The ideal candidate will possess strong analytical, communicative, and writing skills. A degree in business or finance is preferred, but not required. Contact Hans O. Marquardt, IDC, 5 Speen Street, Framingham, MA 01701.

ASSOCIATE ART DIRECTOR

80 Micro at CW/Peterborough is looking for an associate art director of the Art/Production Department. Responsibilities include the design and layout of this monthly magazine: coordinating the work of free-lance illustrators and photographers, keeping track of the department's budget, and maintaining the production schedule. Candidate must have strong design portfolio and a minimum of two years of magazine experience. Contact Anne Fleming, *80 Micro*, CW/Peterborough, 80 Pine Street, Peterborough, NH 03458.

ADMINISTRATIVE ASSISTANT/EXECUTIVE SECRETARY

CW/Peterborough is looking for a career oriented administrative assistant/executive secretary in the Administration Department to work with the executive team on special projects, presentations, and Human Resource matters. Candidate must be well organized and have the ability to work independently or with a team. Excellent written and verbal communication skills, good secretarial skills, an interest in working with personnel related matters are required. Word processing skills are a plus. Contact Roger Murphy, 80 Pine Street, Peterborough, NH 03458. No phone calls please.

ADMINISTRATIVE ASSISTANT

IDG Communications at 375 Cochituate Road is looking for an administrative assistant for the International Marketing Services Group. This position reports directly to the managing director and manager/sales and marketing support. Reponsibilities include daily correspondence and general office support, answering incoming department telephone calls, department travel arrangements, tracking and processing expense reports, ordering department stationary and capital equipment, maintaining department distributor data base, recording and processing hourly contract personnel timesheets, organizing department seminars and computer show details, and handling special projects for dthe managing director. Previous office support experience is required. Candidate must be detail and service oriented with good organizational skills. PC (especially Macintosh) experience is preferred but not mandatory. Reply in confidence to Sheryl Merchant, Manager Sales/Marketing Support, International Marketing Services Department, IDG Communications, Inc., 375 Cochituate Road, P.O Box 9171, Framingham, MA 01701.

ASSISTANT TO THE EDITOR

Computerworld is looking for a very energetic, highly organized and experienced office professional to fill an assistant to the editor position effective July 20. Reporting directly to the editor-in-chief, the assistant is the prime conduit through which all administrative functions flow. This individual must therefore interface with several other departments within the company, including payroll, personnel, central administration, and others in insuring the smooth administrative functioning of the office. The assistant must coordinate the work of three to four editorial assistants and secretarial workers. These people report directly to the assistant. Candidates should have at least three years of experience in an office setting. Previous experience supervising other office assistants would be a plus. Strong interpersonal skills, as well as demonstrated office skills, excellent typing and spelling skills, superior telephone communication skills, shorthand, and the ability to generate professional correspondence are essential. Experience in computer technology, particularly word processing and Lotus familiarity, and experience in setting up meetings are major plusses. Interested candidates should respond to Bill Laberis, Editor-in-Chief, at *Computerworld* (617)879-0700 x728.

SENIOR EDITOR

AmigaWorld at CW/Peterborough is looking for a senior editor in the Editorial Department. Responsibilities include: copy editing features and columns, writing titles, decs, blurbs, and captions, writing table of contents, interfacing articles with typesetting, checking corrected galleys, handling line corrections, second and final reads, supplying articles and design suggestions to the Art Department, making up article folders, logging in some articles, attending shows, writing some reviews, training, and attending dummy meetings. Contact Guy Wright, *AmigaWorld*, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

DATA ENTRY

IDC's MAST Group has a part time data entry position available for approximately 20 hours per week. Typing or data entry experience is required, and a college degree is preferred. Hours are flexible. Contact Ed Holston or Carol Donahoe, IDC, 5 Speen Street, Framingham, MA 01701.

TYPOGRAPHER

CW/Peterborough's Corporate Production Department is looking for a typographer to produce quality type, on schedule. Other responsibilities include developing a good understanding of the hardware and software used to produce the type for specific publications. A minimum of one year of commercial or publication typesetting or equivalent office experience, and an A.A. or the equivalent are required. Contact Linda Canale, CW/Peterborough, 80 Pine Street, Peterborough, NH 03458.

COMPUTER OPERATOR/TECHNICIAN

Computerworld is looking for a computer operator/technician in the Systems Department. Responsibilities will include working closely with the operations supervisor to insure that all installations, projects, upgrades, department moves, and daily routine procedures are done in a timely manner. Other responsibilities include maintenance of a three-year library of archived materials, running database maintaenance and diagnostic programs, and keeping the Atex environment clean and well-conditioned. A major aspect of this position is support for end users. An operations certificate is preferred but not required. Contact Jeff Pennett, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

REGIONAL SALES EXECUTIVE

IDC is looking for a regional sales executive for the Northeast Region to be responsible for the sales of IDC's market reserach and consulting subscription services to companies manufacturing or developing products for the computer industry. Additionally, this position will include the managmenet of existing IDC accounts within the Northeast Territory. An overall knowledge of the computer industry is requried, as is a strong background in sales, good territory management skills, and a cretive ability to assess client needs. Contact Evan Moltz, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

ASSISTANT EDITOR

Publish! magazine in San Francisco, California, is looking for an assistant editor to plan, develop, and edit feature articles and regular departments. Excellent editing and writing skills and extensive editorial experience are required. Familiarity with desktop publishing and the personal computer industry is preferred. Send letter with resume to Assistant Editor, *Publish!*, PcW Communications, 501 Second Street, San Francisco, CA 94107. No phone calls please.

BUREAU MANAGER

Computerworld has an immediate opening in its Palo Alto office for an aggressive, self-confident and hard-working individual to serve as bureau manager and head the publication's expanded editorial office. Responsibilities will be divided more or less evenly between reportorial and managerial duties, depending on the level of experience among the staff being hired to complete the bureau expansion. The manager will be responsible for coordinating the efforts of him/herself and four other reporters to ensure that *Computerworld*'s coverage in the West meets the heavy needs for editorial copy and editorial presence in that region. Four to six years of journalism experience, with at least the last two in either computer trade press, or in general business or daily press with a concentration in computers are required. A degree in journalism is desirable but not essential. However, candidates must possess excellent writing and reporting skills, and be able and willing to teach these skills to entry level bureau personnel. Contact Paul Gillin or Peter Bartolik at (617)879-o700 x724.

CLASSIFIEDS

For Sale: 1983 Mercury LN7. Grey two-tone with red interior. Sunroof, AM/FM cassette, louvers and other options. Has low, low miles. 5-speed. $3,800 or best offer. Contact Katie at 485-0838.

For Sale: Z-28 Camaro, 22,000 miles. Mint condition. Red with T-tops and Bose/Delco extended range sound system. Fully loaded, partial warranty still effective. $12,500 or best offer. Contact Mitchell Hayes at 879-0700 x416.

For Sale: 1981 blue Honda Prelude. From California, has seen only one NE winter. white interior, 5-speed, sunroof, cassette/radio. 65,000 miles, excellent condition. Day call 875-5000 x480, night 879-8040.

PARIS IN AUGUST: apartment to sublet. Spacious 5-room apartment with large terrace in Marais, central Paris Beaubourg, to sub-let in August for one month for $2,500 or $700 weekly (includes housekeeper). Contact Glenda Cudaback (617) 875-5000 or E-mail IDG.G/Cudaback.

InfoWorld surpasses *PC Week* in LA market

Kaye Sharbrough plays key role in publication's successful results

InfoWorld surpassed *PC Week* in market share in its Los Angeles sales territory in the month of May. *InfoWorld* share of market was 19% compared to *PC Week's* 16.5%. (See cover story)

Kaye Sharbrough, *InfoWorld's* Los Angeles regional sales manager, played a major role in the publication's strong showing against *PC Week.*

"Several things came together in the month of May which contributed to our success," said Sharbrough. "Many of our key prospects were ready to make new product introductions to coincide with this year's June COMDEX, and had confidence in *InfoWorld's* ability to deliver their key advertisers."

Sharbrough also credits *InfoWorld's* quality editorial product and the strong visibility of the publication in the marketplace. "When you are supported by an excellent editorial and marketing team it makes my job as a salesperson that much easier," said Sharbrough.

The key to successful sales can also be found in Kaye's approach to her job and her relationship with her customers. "I try to make my customer's business my business, keeping their needs upper most in my mind. It is essential to know as much as one can about the client and his product," said Sharbrough. "Once you have made this connection the client will begin to feel you and your publication are a part of their marketing team."

Coping with AIDS

How and why AAC Committee member volunteers

by Peter Holm, director of production, *Computerworld*

I have been involved with the AIDS Action Committee (AAC) for about two years, and I am a member of the Support Services Team (SST), an all-volunteer group of men and women who work as "Buddies" with individuals who have contracted AIDS (PWAs, or People With AIDS).

People ask me about AIDS anxiety and how I cope. I simply take one day at a time, do not look back, and trudge forward. And I believe that since I have the strength, I owe it to my community to help where it is most needed.

Each PWA/"Buddy" relationship is different. Some of us are lucky to work with PWAs who are friends; others work with people with whom they would have had no contact otherwise. The diversity of experiences range from performing simple chores like cooking and cleaning, to sharing a PWA's feelings to comforting and supporting them. Additionally, each Buddy attends two support group meetings monthly and an education lecture.

I was privileged to work as a "Buddy" for the first time with my friend, John Pascarello. He spoke throughout the Northeast as a PWA, attempting to educate the public about what it meant to be a person living with AIDS. I tried to provide a stable, caring home environment for him. As his health deteriorated, he continued to share the wonderment of his life with me.

The work that I do is only a part of the activity of the AAC in the Boston area. Other committees within the AAC include Pastoral Concerns, Education, the Hot Line, Fundraising, and Basic Human Services. There are always opportunities for people to make viable contributions, however limited their time may be.

Personally, I feel I have received more than I've given and learned more about life by helping those afflicted with AIDS.

PEOPLE

Tim Karney

Tim Karney of *Federal Computer Week* has been promoted to sales representative for the Washington area. Previously sales representative for the Mid-Atlantic territory, Karney brought in such major accounts as AT&T, MSC Federal Micro Service and Software Engineering of America.

Nancy DiPalma

Nancy DiPalma has been promoted to leasing analyst for IDC's Leasing Planning Service Group. DiPalma joined LPS in 1986.

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

Pauline Manning

Pauline Manning recently joined the sales and marketing team at *Digital News*. She will serve as advertising sales representative for the New England territory. Working with **Bill Pryor**, regional manager for *Digital News*, she will be responsible for servicing existing accounts as well as presenting fresh marketing ideas to those in the VAX marketplace.

Manning was most recently an account executive with *Boston Computer News*. Prior to that, she worked in the sales departments of both *MacWorld* and *NetworkWorld*. Manning is a graduate of the University of Massachusetts at Amherst, where she specialized in communications studies.

Amy Swanson

Amy Swanson was recently appointed graphics assistant for *Computerworld*. A recent graduate of the Rhode Island School of Design with a BFA in graphic design, Swanson will assist in the production and creation of informational graphics and also assist the design editor in acquiring art for the Spotlight section when needed.

Mark Schultz

Mark Schultz has been appointed account executive for Boston for *ComputerNews/Computer Currents*. Previously corporate credit manager for Additional Technical Support Incorporated, Schultz was responsible for the development and implementation of credit controls and the systemization of all A/R Functions. Prior to that, Schultz was corporate credit manager at IDG from 1977 to 1984. Schultz earned his B.A. in management at Bentley College.

Randi Franco

Randi Franco recently joined *Federal Computer Week* as Mid-Atlantic sales representative. Franco previously spent two years as Advertising Director of *Military Logistics Forum Magazine*.

ANNIVERSARIES

ONE YEAR
Ralph Finos - IDC
Dagmar Rauscher-Lange - CW/Germany
Claudia Burger - CW/Germany
Alberto Garcia Bonanimi - CW/Brazil

TWO YEAR
Nancy Merritt - CW
Bonnie Monte - PCWCI
Gregor Henger - CW/Switzerland

THREE YEAR
Barbara Adamson - PCWCI
Hans Marquarot - IDC
Thomas Gergelyfy - CW/Germany
Barbara Schoenberger - CW/Germany

FOUR YEAR
Alan Duffy - IDC England

SIX YEAR
Bernell Wright - LINK

ELEVEN YEAR
Terri LeBlanc - IDC
Haines Gaffner - LINK

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 25
JUNE 22, 1987

Computerworld celebrates 20th anniversary as industry's top publication

Devotes special section in June 1 issue to "The Age of MIS;" produces extravaganza at COMDEX

Computerworld, IDG Communications flagship publication, celebrated its 20th anniversary as the industry's top newsweekly on June 1.

Computerworld commemorated the event with special celebrations at this year's COMDEX Spring and a special section, "The Age of MIS" in its June 1 issue. *(See related stories)*

The publication has supported the information systems planning needs of MIS and DP professionals and their staffs for two decades. *Computerworld* is noted for its unbiased and hard hitting reporting and insight into industry trends.

"Our subscribers find our editorial content provides objective insight they can rely on. We are willing to sharply criticize products and vendors. I am proud to say we have maintained that reputation for twenty years," said **Pat McGovern**, IDG Chairman and founder of *Computerworld*.

(Continued on page 4)

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
June 1, 1987 · Vol. XXI · No. 22 · $2/Copy · $44/Year

COMPUTERWORLD

INSIDE

20th ANNIVERSARY EDITION
The age of MIS

Happy Anni
Computerw
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In Depth —
sticks its no
user-develo
ware. **Pag**

NCR joins the
80386-based sy
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soft's MS OS/2

Joint sales call
DEC, Cray; con
set for announc
week. Page 14.

Personal Syste
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Comdex/Spring
125.

IBM plans to d
Netview functic
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ments. Page 6.

Full IBM comp
VS connectivity
Wang's latest de

OS/2 kit ships early

Developers brave bugs for jump on applications

BY ED SCANNELL
and DOUGLAS BARNEY
CW STAFF

Microsoft will also ship the graphical Presentation Manager component of the MS OS/2 tool kit by August 1, more than a

Service wars: Rivals gun for IBM's CSA

BY STANLEY GIBSON
CW STAFF

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ued on page 4

COMPUTERWORLD
The Newsweekly for the Computer Community
25 cents
June 21, 1967
Vol. 1, No. 1

Studying Computerworld's Prototype at DPMA

IDC reports, key issues examined

Beginning with this week's issue of Update, we will periodically provide a listing of IDC's recently published reports. For more information, contact Larry Bishop at (617) 872-8200.

Printers in the In-House Publishing Market #3051

Trends in Network Management #3052

PC Local Area Network Server Market #3053

IBM Introduces 3090 Kickers #3056

PC Storage Devices -- The Aftermarket #3062

Information Systems Spending as a Percent of Revenue #3064

Packaged Solutions for Data Center Management #3067

Macworld Best-Sellers

Macworld magazine recently published a list of the top 10 business software packages.

1. Microsoft Word
2. Microsoft Works
3. Microsoft Excel
4. PageMaker
5. MacDraw
6. MacWrite
7. MacPaint
8. FullPaint
9. Omnis 3
10. SuperPaint

Charlie Greco receives IDG's 1986 Chairman's Cup Award

Patrick McGovern recently presented **Charlie Greco,** president of IDC's Financial Business Unit, with the 1986 Annual Chairman's Cup Award. Greco oversees IDC's Financial Industry Technology Service (FITS) and the Leasing Planning Service (LPS).

Greco has been with the corporation for over five years and has built IDC's financial business increasing the client base from twelve domestically to 200 worldwide. In that time LPS and its residual forecasts have become recognized as the industry standard in computer equipment leasing and financing. FITS has also established itself as the leading technology information service for the financial community.

In 1984 Greco was among the first to begin marketing his products internationally and today this activity represents 25% of the unit's overall business.

According to Greco his success can be attributed to having a good team, and to maintaining a strong focus on the department's goals.

"It takes a committed team of professionals all moving in the same direction to achieve success. In today's business world it is easy to lose sight of your goals and become distracted by the day-to-day problems. You almost have to put blinders on and keep your attention focused in one area to succeed," said Greco.

Looking to the future Greco expects that the international market for his products will continue to grow and that over the next few years half of the group's revenues will come from sales outside the U.S. The group also looks forward to continuing its relationship with its major financial services client, Goldmann Sachs who has just renewed its contract with IDC for another two years.

IDG
INTERNATIONAL DATA GROUP

CONFIDENTIAL

Annual Report for 1986 of International Data Group, Inc.

To Our Shareholders and Employees:

This is the 10th Annual Report of International Data Group, Inc. (IDG). IDG is the parent company for a family of enterprises devoted to providing information services on information technology. The principal members of this family are: IDG Communications, Inc., the world's largest publisher of computer-related magazines and newspapers, and International Data Corporation, the leading market research and business planning company covering the computer and communications field. (IDG Communications is the new name for CW Communications chosen to identify our publishing activities more closely with our corporate name.)

In 1986 IDG achieved consolidated sales of $230 million, a 24% increase over 1985. This sales growth is nearly twice the growth rate of advertising and market research expenditures in our marketplace during 1986, resulting in an increase in our market share. It also represents a strong recovery from the effect of the computer slow down in 1985, when our sales grew by only 17% over the previous year. We are well on our way to restoring our growth rate to match our long-term goal of growing at 30% a year.

Expenses rose 25% from $169 million to $212 million. Therefore, operating income increased 10% from $15.8 million to $17.3 million.

The company made contributions of $5.4 million from its operating income to the IDG Employee Stock Ownership Plan and other employee discretionary bonus programs. This amount is equal to 32% of operating income. This substantial percentage reflects the recognition of IDG Directors that the company's future performance is based on the motivation, loyalty, skill and dedication of its current employees. The Directors believe that maintaining its long-standing policy of substantial employee bonuses is in the best mutual interest of its shareholders, employees and customers.

Other income increased by 135% from $2.1 million to $5 million. This was due to gains from the sale of real estate, increased interest income and from the increase in the value of our non-U.S. assets due to the decline in the value of the U.S. dollar.

Therefore, profit before taxes rose 31% from $14.4 million to $18.8 million. We benefited from the use of tax loss carry-forwards in our foreign operations, so the provision for taxes rose only 29%, from $7.4 million to $9.5 million.

Therefore, the net income for IDG for 1986 increased by 33% from $7 million last year to $9.3 million. This is an increase from $13.78 to $18.32 in earnings per share.

The first quarter of 1987 confirms the encouraging continuation of our revenue growth. IDG's total sales increased by 26% during the first quarter, from $52.8 million to $66.4 million in 1987. Our business plan for 1987 called for substantial investments in circulation promotion and start-up costs for new publications in the first quarter. Our profit goal for the quarter was $2.7 million, but we actually achieved $3.5 million, a 27% increase over the goal. However, due to the anticipated extra expenses, the first quarter profit was down 49% from the first quarter a year ago.

IDG ended 1986 with a strong balance sheet and financial position. Our total current assets increased to $75 million from $58.6 million in the prior year. IDG's total assets exceeded its total liabilities by $42.1 million by the year end 1986.

IDG Communications

During 1986, IDG Communications' non-U.S. publications enjoyed strong revenue growth and increases in profitability. These publications grew by 61% in sales with operating profits increasing by 43%. Major contributors to this progress were publishing units in Germany, Spain, Denmark, Norway, Sweden and Switzerland. In the U.S., slow down in the large computer systems market affected *Computerworld* which had a 3% sales growth rate in 1986 over 1985, and a slight reduction in profit margin.

However, publishing activities in the personal and micro computer field are doing well. *InfoWorld* grew by 41% in sales in 1986 over 1985 and became profitable by the end of the year. PCW Communications, Inc.'s sales grew by 33% last year at increased profit margins.

During 1986 the company made substantial investments to fund the start-up of *Network World*, a weekly newspaper for leading communication users, and *Digital News*, a bi-weekly newspaper for users of Digital Equipment's computers. Our company also made significant investments in funding the growth of new publications in the United Kingdom, including *PC Business World*, a microcomputer weekly and supporting the continuing growth of

Computer News, the computer professional weekly.

IDC

Although IDC's non-U.S. operations grew by 84% in sales volume last year, substantial investments were required to set up the IDC European Research Center and to launch new products causing an operating loss. In the U.S., IDC was sharply impacted by the computer industry slow down in 1985 as customers held back on commitments to new services resulting in a revenue gain of only 1% in 1986 and a substantial operating loss.

IDC enters 1987 with a new organizational structure in which separate business units address the respective needs of computer industry firms, computer users, and the computer lessors and financial communities. We are benefitting from the new leadership of J. Carl Masi, who joined IDC as Corporate Chairman and Chief Executive Officer on January 1, 1987. Mr. Masi was formerly Executive Vice President of Wang Laboratories.

New Appointments at IDG

IDG further strengthened its management structure in the past year by appointing W. Walter Boyd as President of IDG. Mr. Boyd was formerly the President of our publishing unit. We also appointed Axel Leblois as President and Chief Executive Officer of IDG Communications, our largest business unit. Mr. Leblois was previously Vice President of Southern Europe for our publishing business.

Stock Ownership Plan

At the end of 1986, our company established an IDG Employee Stock Ownership Plan for most of its U.S. operations. The purpose of this plan is to give employees a greater participation in the annual growth of the economic value of the company.

The IDG ESOP, as well as our International Employee Stock Ownership Plan, are also designed to give our current active employees significant participation in the long-term prosperity of the company. We anticipate that by the time our company reaches $1 billion in sales, 50% of our company shares will be held by these Employee Stock Ownership Plans.

Thoughts for the Future

The information processing industry is the fastest growing major industry in the world. IDG is the world's largest supplier of information services to the information processing industry, and to users of information technology. Our market share of information services for this field is approximately 24% in the U.S. and 18% overseas. We believe we will be able to maintain or increase this market share in the years ahead.

IDG's products and services will play a major role in providing people with the information they need to gain greater personal productivity, intellectual stimulation, and emotional satisfaction from the mind-amplifying power of modern computer and communication technology. We are proud of the significant role we play in the advancement of civilization.

I would like to personally thank our employees for their loyalty, enthusiasm, skill and energy during the past year. They have maintained a very positive attitude despite the challenges they faced due to the slow down in the marketplace during 1985 and into 1986. Their productivity and dedication to the welfare of our company and to its customers have allowed us to accelerate our sales growth and profitability in 1986, and will, we believe, allow us to achieve a record business year during 1987.

I would also like to thank the members of the Board of Directors for their sound guidance and advice during the year, and our Shareholders for their continuing encouragement, confidence, and support.

With best personal regards, I am,

Yours cordially,

Pat McGovern

Patrick J. McGovern
Chairman of the Board

VAX business user needs to be addressed at New York meeting

IDG Conference Management Group and Digital News to organize three-day October conference

IDG Conference Management Group has announced plans to produce the VAX Business User Forum October 26-28, 1987 at the Roosevelt Hotel in New York City. It is the first specialized business conference designed for Digital Equipment Corporation's VAX computer users. The event is cosponsored by *Digital News*.

The three-day conference program begins with one day of in-depth tutorials followed by two days of sessions given by vendors, users and consultants to the VAX-specific user environment.

"Digital's strong thrust into the commercial market with its VAX line currently represents one-half of their total VAX sales. Based on Digital's strong commitment in resources and people, DEC will continue to display strong headway in the commercial marketplace and interest in the business user," said **Kathy Huie**, IDC analyst. "A conference dedicated to the VAX environment will be instrumental in helping users stay up to date on DEC's activities."

The VAX Business User Forum will focus on issues relating to the banking/financial, business services, insurance and health care industry user who typically uses Digital and IBM computers in a standalone cluster or network application.

Topics include: "Networking with VAX DEC NET and IBM SNA," "VAX Applications in Specific Industries," "Is Business Computing Still a Two-Vendor Choice?" and "Assessing VAX User Needs." Speakers include Amy Wohl, president of Wohl Associates, and Jim Herman of BBN Communications.

Organizers anticipate over 300 DEC VAX users will participate.

VAX™
BUSINESS USER
FORUM

Lee Vidmer appointed executive vice president

Lee Vidmer has been appointed executive vice president of planning and operations for IDG Communications Worldwide Headquarters in Framingham MA.

Vidmer was the former president of CW Publishing. She will take over the responsiblity of managing and coordinating the activities of IDG's Marcomm Group, International Marketing Services, IDG Communications corporate wide Training Programs, Recruitment/HR Resources, Sales Office, and Internal Communications.

In addition Vidmer will be directly involved in all financial reporting activities including analysis of business plans, budgeting, and long range planning.

(Continued on page 8)

"*Computerworld* regarded as criti

(*Continued from page 1*)

Users' advocate

Computerworld debuted in 1967 in response to the user community's need for timely information about the variety of products and services available in the marketplace.

"It became obvious that DP managers were having difficulty getting enough information to evaluate vendors other than their own suppliers. Most didn't have the time to comparison shop, but still needed information about what was happening in industry. *Computerworld* was conceived as the 'users' advocate,' objectively reporting on new products, and the success and failures of their use," said McGovern.

Industry progress

Computerworld has continued to provide a valuable service to its advertisers as well, giving them exposure to highly-qualified decisionmakers.

"*Computerworld* has always been considered the bible of the industry. It is without a doubt the key communications medium facilitating the exchange of information between users and vendors. Companies like Burroughs have long relied on the publication for insight into what is going on in the users' minds " said **Steve Baxter,** vice president of UNISYS (Burroughs). Burroughs was the first *CW* advertiser in 1967.

"The intense and competitive nature of our industry often stifles the growth of innovative new products. *Computerworld* is also instrumental in helping advance the progress of the industry by giving 'innovators' broad exposure to key users," said IDG Communications President **Axel Leblois.**

Quick launch

The first issue of *Computerworld* was produced in just three weeks to coincide with an industry trade show which was to take place in Boston. The original name was *Computer World News* which was shortened before publication so that it could fit comfortably on one line.

The response was enthusiastic and *Computerworld* was an instant success. Enough subscribers were attracted to the publication during the trade show to ensure the growth of the newsweekly.

Bill Scarce, manager of customer services at Key Communications Service, picked up a copy of his first *Computerworld* at that very same trade show and is still a subscriber twenty years later. "I never anticipated that *Computerworld* would grow into such a dynamic force in the industry," he says. "I still rely on it to keep

l and key communications vehicle"

me in touch with what is going on."

"It's really very difficult to believe that 20 years have flown by . . . Literally thousands of images present themselves . . . mostly images of people ranging from the famous **Miss Rosemary Jones** to people like **Hank Fling, Margaret Phelan, Kathy Steinberg, Neal Wilder** and **Dotty Travis, Leete Doty, Vic Farmer** -- the list goes on and on but on balance gives nothing but great pleasure to remember. . . my wishes are for this new group to have as much satisfaction, as much fun and make even more money than the old gang did during the first 20 years," said IDG President **Walter Boyd**.

Over 1,000 issues

Computerworld has followed the ups and downs, challenges and triumphs of this dynamic industry for more than 1,000 issues.

When DEC introduced the 16-bit line of microcomputers called the PDP-11 in January of 1970, *Computerworld* was on the scene to provide its readership with objective insight. In August of 1981 when IBM squared off against Apple Computer, Radio Shack and Commodore Business Machines with its introduction of the IBM personal computer, *Computerworld* covered the confrontation and reported on its impact.

Shortly after IBM introduced the IBM Personal System/2, *Computerworld* was the first publication to issue an in-depth special report on its impact on

Expanded services

Computerworld has introduced a number of new ex-

(Continued on page 8)

*Among CW staff members:
Front: Kelly Shea, Linda Gorgone, Beverly Wolff; Second row: Chris McGrath, Cathy Duffy, Lisa McGrath, Paul Bonarrigo, Maureen Sullivan, Lisa Whittenmore, Colleen Garland, Cindy Delaney, Barbara Bannon, Sally Cusack, Bonnie MacKeil, Penny Janzen, Michael Sullivan-Trainor, Mary Doyle, Elaine Carlos, Elizabeth Phillips; Third row: Sean Fitzpatrick, Martha Watjen, Donna Kozak, Marilyn Hunter, Lois Beninati, Carolyn Novack, Parth Domke, Sue Thaxter, Joanne Kelleher, Mary Campo, Janet Fiderio, Martha Stewart, Sue Dovi, Mary Moran, Stephen Ulfelder; Fourth row: Jim Daly, Donovan White, Mary Grover, Deborah Fickling, David Sanders, Pat Ericson, David Bromley, George Harrar, Marie Burke, Alan Ryan, Angela Normington, Janice Bugden, Lory Zotolla, Cathy Gagnon, Paula Shaughnessy, Maureen Carter, Rebecca Hurst; Fifth row: Lee Vidmer, Patty Faherty, Martha Ruch, Laura O'Connell, Sharon Baker, Marjorie Magowan, Mitchell Hayes, Jim Connolly, Jim Povec, Steve Moore, Liz Horowitt, Charlie Babcock, Rose Hamilton, Paul Gillin, Glenn Rifkin, Clint Wilder, Michael Tucker, Ed Scannell, Sue Slater, Doug Barney, Carol Polack, Ann Finn, Chuck Ladouceur, Sue Gauvin; Sixth row: Bill Cadigan, Stan Gibson, Peter Bartolik, Suzanne Weixel, Kim Pennett, Ann Dooley, Bill Laberis, Trish Gaudette, Mary Chaves, Peter Holm, Sharon Bryant, Gail Rizzo, Frank Wielki, Jeff Pennett, Carl Marchi, Tom Monahan, Peter Garipey, Peter Kelly, Chris Cuoco, Scott Baum.*

CW's 20th Anniversary events huge success

Computerworld kicked off its twentieth year of publishing with several successful events at COMDEX Spring in Atlanta, June 1-4.

A biplane flying low over the convention center trailing a bright *Computerworld* 20th Anniversary Celebration banner announced the good news to over 50,000 attendees.

CW began the festivities with its special Monday night celebration party, coordinated by *Computerworld* Marketing Services Manager **Audrey Shohan**. The event drew an estimated crowd of over 700 advertisers. After attendees warmed up to a five piece band (four live musicians and a musically progammed microcomputer), IDG Chairman **Pat McGovern** reviewed the publication's colorful history and presented a commemorative plaque to UNISYS Vice President, **Steve Baxter**. The plaque recognized the firm's role as the publication's first display advertiser (as Burroughs) twenty years ago.

Computerworld Editor-in-Chief **Bill Laberis** and Executive Editor, **Paul Gillin** announced the winners of *Computerworld's* Annual Microcomputer Awards, recognizing the best microcomputer products that were introduced or significantly enhanced since January 1, 1986.

During COMDEX show hours each day, key vendor executives were also invited to take a break from their hectic booth duty to relax and meet with *CW* editors, managers and sales staff in an by-invitation-only cafe. It was the only one of its kind in the convention center.

Many industry leaders, CEOs and executives filled the room and provided *CW*'s sales staff, as Dallas *CW* District Manager **Kevin Harold** noted, an opportunity for "breakthroughs that would not have happened with the Cafe."

"The Cafe offered our customers something unique that nobody else thought to provide. Customers were so pleased we're still receiving calls thanking us for invitations to the Cafe, "*Computerworld* Director of Marketing **Bob Singer** said. "In general *Computerworld* received well-deserved attention as a result of our celebration events. We are still benefitting from the results."

IDG Chairman Pat McGovern presents a plaque honoring Burroughs (now UNISYS) to UNISYS Vice President Steve Baxter. Burroughs was Computerworld's first display advertiser twenty years ago.

Getting ready for the "COMDEX Crush," IDG Communications President and CEO, Axel Leblois (center) goes over last minute details with Computerworld Vice President of Sales, Ed Marecki.

Key advertising executives filled Computerworld's COMDEX cafe each day to meet with the publication's editors, sales staff and management.

FCW merchandising plan attracts advertisers

Publication offers combined media opportunity and valuable promotion

The *Federal Computer Week* sales force is offering potential advertisers a unique merchandising plan to increase their exposure in the Washington, D.C. federal information systems marketplace.

Beginning on Monday, June 15, *FCW* began running 60-second commercials and 10-second IDs on WGMS, Washington's premier radio station.

Titled "This Week in *Federal Computer Week*," the first 35 seconds focus on the editorial content of the publication; the next 20 speak about a specific advertiser appearing in that week's issue; and the last 10 seconds close the commercial.

"Advertisers acceptance has been incredible. Because of the unique nature of the federal market our message can effectively reach a captive audience -- an audience that our advertisers can make a double impression upon," said Publisher **Fritz Landmann.**

This idea is a variation of the famous "Missing 'I'" poster campaign *Time* magazine has been using for twenty years. In their print version the "I" in time is replaced by a photograph of a key advertiser's product, a compelling headline draws the bypasser's attention.

Advertisers scheduling and contracting for a minimum of 26 pages are eligible to take advantage of the program designed to extend the reach and frequency of their federal advertising plan.

The schedule runs 13 weeks through September 5 during drive time. The spots are broadcast during the 8 a.m. news on Mondays and Wednesdays as well as during the Financial News Report on Friday evenings.

Computerworld anniversary edition salutes readers

Computerworld celebrated its 20th anniversary with a special supplement in its June 1 issue. The section was dedicated to celebrating the expanding role of *CW's* readers who play a critical role in the success and strategic direction of their companies.

CW editors **Bill Laberis, Paul Gillin, Janet Fiderio** and **George Harrar** were committed to making the issue "much more than a retrospective on *Computerworld* and the industry."

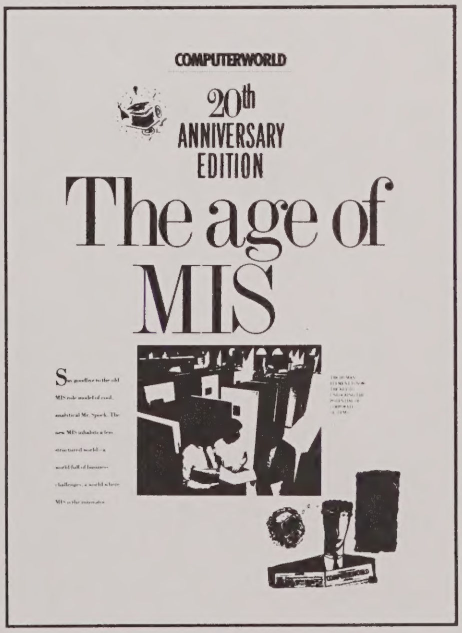
"We chose the theme "The Age of MIS," and directed our efforts to make the section not only informative but fun, as well," said Senior Editor **Janet Fiderio.**

Among the lighter pieces were an interview with a charter subscriber, a chronology of industry headlines, and a photo album of past *Computerworlds*.

Margorie Magowan, Design Editor, and Design Consultant **Ronn Campisi** were responsible for setting the tone of the 36-page, four color insert. **Mitch Hayes** and **Susan Adlam** created nearly a dozen graphics showing the changes in the industry between 1967 and 1987.

"Perhaps the most exciting part of the project was gathering photos for the 'Where were you in '67?' feature, an album of past and present photos of industry leaders," said Fiderio.

Some brave souls searched their school yearbooks (and, in the case of Boston Computer Society president Jonathan Rotenberg, their baby pictures) and helped make this issue fun as well as thought-provoking.



Broadening perspective

(Continued from page 3)

"Our recent worldwide market growth makes the addition of someone with Lee's talents absolutely essential at IDG Communications Worldwide Headquarters," said **Axel Leblois** IDG Communications president and CEO. "As our first VP of planning and operations, she will be an enormous asset as we continue our global expansion."

"I look forward to broadening my perspective to include the worldwide and international activities of IDG Communications," said Vidmer.

According to Vidmer two of her primary areas of concern over the next few months will be in the areas of training and human resource development as well as stepping up internal communication activities.

"As the company grows and expands it is crucial that we continue to invest in our people as well as effectively communicate our goals and mission. I'm excited about the possiblity of working in these areas," said Vidmer.

Vidmer, a native of Pittsburgh, Pennsylvania, graduated from Ohio University with a B.S. in journalism. Her twelve-year tenure with IDG Communica-tions began when she joined the company in 1975 as product manager of *Computerworld*. She later was promoted to senior vice president, then executive vice president of CW/Publishing, and for the past year served as president of CW/Publishing.

IDG
WORLD
UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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Provide in-depth analysis of events

(Continued from page 5)

panded features and services to help readers stay on top of industry changes. It regularly releases special reports and studies, such as its major 1987 PC Study and Vertical Market Study, to provide readers and advertisers with in-depth analyses of current events.

The publication recently increased the frequency of its "Spotlight" insert to weekly; revamped its "Position Announcements" classified section to the more comprehensive "Employment Today" which now includes editorial and provides regional advertising capabilities.

ANNIVERSARIES

ONE YEAR
Cathy Abes - PCWCI
Anita Amirrezvani - PCWCI
Cynthia Ramsey - PCWCI
Karen Ward - PCWCI
Norman Morey - CW

James Falanga - IDG
Corey Sandler - DN
Randi Weinman - IDC
Kenneth Hoyt - IDC
William Manning - IDC
Michael Nickels - CW/Germany

Norbert Rimoux - MP/France
Jacqueline Mattei - CW/France
Azu Gustel - CW/Sweden
Peter Dupont - CW/Denmark
Donna Hampton - CW/England
Andy Petrasik - CW/England
Petros Pavlides - CW/Switzerland

TWO YEAR
Walter Kainz - CW/Germany
Rudi Schuster - CW/Germany
Evelyne Martin - MP/France
Amiel Kornel - CW/France
Chris Lewis - IDC England

THREE YEAR
Michelle Daniello - CW
David Peterson - CW
Ryan Davis-Wright - CW/P
Rick Buroni - IDG
Stephen Bosley - IDC
Yara Nino - CW/Brazil

FOUR YEAR
Donna Sharee - PCWCI
Catherine Carabello - CW/P
Guier Wright - CW/P

SEVEN YEAR
Cynthia Delany - CW
Sumiko Ogawa - IDC Japan

IDG WORLD UPDATE

VOLUME 17, NUMBER 27 JULY 6, 1987

Computerworld celebrates twentieth

Marching band, IDG, IDG Communications and IDC surprise staff with parade and party

On Monday, June 20th, **Pat McGovern** and **Mary Dolaher** led the members of the Westwood High School Band in a parade from IDG headquarters to *CW*'s Cochituate Road office to kick-off a surprise party celebrating *Computerworld's* 20th anniversary.

Members of the IDG and IDG Communications corporate staffs and 200 IDC employees followed closely behind holding hundreds of brightly colored helium balloons.

"We were completely surprised! No one had any idea that this was coming," said *CW*

(Continued on page 2)

Show of support and appreciation for *CW* Staff

(Continued from page 1)

Editor **Bill Laberis**. "The first thing we heard was what appeared to be the drums and horns of a marching band. When we looked out the window Pat, Mary and the band were on their way into the building."

After arriving at the *CW* building, the band saluted the CW staff by marching through the halls and corridors of the building.

(Continued on page 8)

Patrick McGovern congratulates Jim Povec, President of Computerworld Publishing, at the magazine's 20th Birthday Celebration.

IDC and IDG employees march with balloons toward 375 Cochituate Rd; left to right: Carolyn Fabiano and Madeleine Spencer of IDC, and Valerie Sanclemente, Donald Young and Lucy Sheehan of IDG.

Be an IDG News Service Editorial Envoy

News Service announces expansion, creates new program, adds staff member

In an effort to build stronger ties between the IDG News Service and IDG Comunications worldwide publications, the IDG News Service is launching its Editorial Envoy Program.

Editors, writers and reporters are invited to work in one of the News Service's three editorial offices in Boston, Paris and Tokyo.

"The IDG News Service is eager to promote the company spirit of comradarie, while providing the most cohesive and comprehensive news service possible. The News Service's staff believes an editorial envoy program will help further that goal," said Director **David Hill**.

Journalists will visit the bureau for a mutually agreed-upon time period (one week minimum), and file news to their publication during their stay.

The IDG News Service will provide the visiting journalist a desk, phone, contacts and any assistance the visiting journalist finds necessary .

These "editorial envoy" appointments will be subject to the approval of each publication's editor. The journalist's travel, housing and salary will be paid by their publication throughout the duration of the visit.

"We are excited about the prospective of working more closely with our fellow journalists from all over the world," said David Hill.

The IDG News Service has also announced an expansion of their service as well as their staff.

IFW product reviews

In June, the News Service began featuring *InfoWorld* product reviews (much sought after by editors), and Storeboard's monthly statistics on microcomputers and software sales around the U.S.

"We are always looking for ways to enhance the value of the information offered through the News Service," said David Hill. "Both the product reviews and the Storeboard statistics are important additions."

Tokyo correspondent

Lori Valigra, has joined the the IDG News Service's far-flung news group as its Tokyo Correspondent. Most recently, Lori worked as a full-time free-lance writer in New York. Prior to that, Lori was the international editor at *Computer Industry Daily*, a now-defunct product launched by Ziff-Davis Corp.

For more information about the Editorial Envoy Program, contact David Hill at (617) 482-8470.

IDG News Service staff from left to right: Yasuko Yoshimi, Melissa Strayton, Linda Lewis, Susan (Blakeney) Curtin, Lori Valigra, Kathie Gow, Dave Hill, Amiel Komel.

IDG Photo Contest offers cash prizes/China exposure

1988 Calendar to be produced in China; call for worldwide entries

IDG's 1987 International Photo Contest offers cash prizes to the winners and the opportunity for exposure in the People's Republic of China. The first place winner will receive $250, second place $100, third place $75 and the remaining winners $50 each. A total of 12 photos will be chosen.

This year's contest is the fourth annual, and is open to IDG employees worldwide. Both color and black and white photos are eligible. Contest organizers have limited entries to two per person. Entries must be received by August 1, 1987. (See complete list of rules on page 5)

"We have decided to offer prize money in this year's contest to acknowledge the quality work and creativity of our employees, " said **Glenn Rifkin**, Senior Editor of *Computerworld*. "The cash prizes also provide additional incentive to enter, and clear recognition of impressive work."

Each year the 12 winning photos have been used to produce IDG's International Photo Contest Calendar .

This year's calendar will be designed and printed by China Computerworld using this year's winning photos. The calendars will be widely distributed in China as well as to IDG employees.

"We are looking forward to creating a beautiful calendar with these photos," said **Mr. Chen Mingkun** of China Computerworld.

Mr. Chen Mingkun and Mr. Zhang Bingzhe of China Computerworld discuss plans for the 1988 calendar on a recent trip to IDG Communications headquarters.

Glenn Rifkin of Computerworld won first place in 1986 with his "Kenmore, Scotland."

Patricia Gaudette of Computerworld won second place in 1986 with "Nicholas."

Contest Rules

1. The contest is open to all IDG employees worldwide. Entries are encouraged from all employees. Entries from relatives and friends will not be accepted.

2. Color and black and white photos are eligible. Slides and prints are acceptable and, in the case of color, slides are preferred.

3. There is a limit of two entries per person.

4. The contest has an open theme. Enter your best photos regardless of subject matter. Photos may have been taken at any time, any place. BE CREATIVE.

5. Each photo should have your name, department, publication, country, and phone extension accompanying it. Also include a title for your photo. Every effort will be made to return all photo to their owners, but organizers cannot be responsible for photos which are lost or damaged. Entries must be received by August 1.

6. Winner will be chosen by a panel of qualified judges for creativity, content and overall photographic quality.

7. The first place winner will receive $250, second place $100, third place $75, and the remaining winners $50 each. A total of 12 photos will be chosen.

8. Entries should be carefully sent to Christie Sears c/o *Computerworld*, 375 Cochituate Road, Framingham, MA 01701

IDG Comm. creates Canadian joint publishing venture

Acquires Computer Data; starts Page Computer Publishing

Axel Leblois, president of IDG Communications, has announced the formation of a joint venture with Page Publishing, Inc. of Toronto, Ontario.

The new company, to be called Page Computer Publishing, will be jointly owned by Page Publishing (75%) , and IDG Communications (25%). The enterprise will publish the MIS-oriented tabloid *Computer Data.*

Page Publishing is a unit of the Laurentian Publishing Group, a diversified group of publishing properties, including weekly newspapers, business publications, consumer magazines, and market research.

Strong competition

According to **Michael Atkins,** president of Page Publishing and Page Computer Publishing, "The new subsidiary will provide an outstanding opportunity for Page to complement its strong independent Canadian management, with the global resources of the IDG Communications worldwide publications network ."

"Investment in Page Computer Publishing allows IDG Communications to participate in the Canadian information technology marketplace with a strong Canadian publisher who has a proven track record," said IDG Communications president Axel Leblois.

Computer Data is a feature editorial tabloid magazine directed at the two key influential buying groups in the Canadian marketplace -- the MIS Professional and senior corporate management.

Solutions-oriented

The publication provides readers with new product information and feature editorial coverage including user application stories and software and hardware evaluations. The editorial format is solutions-oriented to provide subscribers with information they can use to effectively run their MIS organization.

"We currently have an agreement with IDC Canada to provide information on the Canadian information technology marketplace," said Editor Steve Wexler. "We look forward to increasing our association with IDG's worldwide family of research and publishing resources."

Computer Data reaches 38,000 Canadian DP/MIS managers. The publication is currently narrowing its controlled circulation subscriber base. The emphasis will be geared toward the large DP/MIS user.

"Our goal is to reduce the total number of DP sites and at the same time increase our penetration into those sites reaching various levels withing the MIS organization subscriber base. The emphasis will be geared toward the large DP/MIS user," said Publisher **Al McKinley.**

Page Computer Publishing is located at 501 Oakdale Road, Toronto, Ontario.

(Left to right); Front: Verna Skuffham, Controller, and Steve Wexler, Editor of Computer Data; Rear: Al McKinley, Publisher of Page Computer Publishing, Frank Cutitta, Director of International Marketing, Axel Leblois, President and CEO of IDG Communications, and Steve Woit, VP of New Products for IDG Communications.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 27 JULY 6, 1987

MARKET RESEARCH ASSISTANTS/TELEPHONE INTERVIEWERS

IDC has several positions open for market research assistants/telephone interviewers in the Data Resources Department. Responsibilities include interviewing, editing questionnaires, and light administrative duties. Candidates should possess strong oral communication skills, the ability to work as part of a team and the desire to learn. Telephone interviewing experience and/or knowledge of computer terminology is a plus. Contact Joanne Capolino, IDC, 5 Speen Street, Framingham, MA 01701.

MARKET RESEARCH ASSISTANTS/QUESTIONNAIRE EDITING, DATA ENTRY

IDC has several positions open for market research assistants/questionaire editing and data entry personnel in the Data Resources Department. Responsibilities will include questionnaire coding and data entry of the edited material. Applicants must be detail-oriented, possess the ability to work as part of a team and a willingness to learn about database development from the ground up. Familiarity with computer terminology is helpful. Contact Joanne Capolino, IDC, 5 Speen Street, Framingham, MA 01701.

DIRECTOR

IDG News Service is looking for a director for the International News Group. Responsibilites include managing all News Service staff in Boston, Paris and Tokyo offices, establishing editorial policy for the News Service, exercising budgetary responsibility, functioning as a liaison among IDG editors worldwide, developing and increasing the level of service offered, instilling a service attitude among the staff, and handling relationships with communications suppliers for distribution of the News Service. A Bachelor's degree and three years of experience in journalism are required. Contact David Hill, IDG News Service, 33 West Street, Boston, MA 02111.

ACCOUNT EXECUTIVE/REPORT SALES

IDC is looking for an account executive for report sales in the Publication Department. This is a challenging telemarketing position which involves selling IDC research reports to a proven prospect list. This is also a high visibility position with full marketing and direct mail support. Candidates must be highly organized and self motivated. Knowledge of the high tech industry and telemarketing experience are preferred. Contact Carol Spach, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

SECRETARY

IDC is looking for an experienced secretary to assist the IDC Vendor Marketing Department in the areas of typing, administrative and overall support. Attention to detail, a pleasant telephone manner and good typing and organizational skills are required. Word processing and PC experience would be helpful. Contact Carol Spach, IDC, 5 Speen Street, Framingham, MA 01701, telephone (617) 875-5000 x258.

EDITORIAL ASSISTANT

inCider at CW/Peterborough is looking for an assistant in the Editorial Department. Responsibilities include tracking author payments through the accounting process, setting up and maintaining filing systems, monitoring the flow of manuscripts through the acceptance/rejection process, sending out author proofs to writers, verifying facts, typing letters, and proofreading articles. At least one year of administrative or clerical experience, good typing skills, a professional telephone manner, strong organizational and communications skills, and proofreading ability are required. A college degree and experience using an Apple II computer are desirable, but not necessary. Contact Dan Muse, CW/Peterborough, 80 Pine Street, Peterborough, NH 03458. No phone calls please.

SENIOR EDITOR

IDG Communications is looking for a senior editor for *Network World*'s Editorial Department. Responsibilities include clearly presenting all breaking, user-oriented news on a weekly basis, developing longer-term news, feature stories, and related communications topics, and organizing section material including graphics, columns and stories on a weekly basis. Responsibilities also include aiding in the editing of staff writer materials as related to areas of expertise and assisting with the training of the staff members. Two years of professional journalistic writing and a high school diploma are required. Contact Bruce Hoard, *NWW*, 375 Cochituate Road, Framingham, MA 01701, telephone (617) 879-0700.

TELEMARKETING ACCOUNT REPRESENTATIVES

IDG's Conference Management Group has five positions open for telemarketing account representatives to sell trade show and conference registrations to key executives in several high technology markets including telecommunications, computer hardware, software, peripherals and newly evolving information technologies. Candidates should have a pleasant phone manner, good listening skills, and the ability to work as a team member. Prior telemarketing experience or computer industry knowledge are not essential, as training is provided. Contact Dorothy Ferriter, IDG Conference Management Group, 375 Cochituate Road, Framingham, MA 01701, (617)879-0700.

PEOPLE

Bonnie Welsh promoted

Bonnie Welsh was recently promoted to Circulation Manager at CW/Peterborough. Welsh will now manage the daily operations of the CW/Peterborough Circulation Department, including the management and training of the staff as well as conducting circulation and expense budgeting, modeling, and forecasting.

Welsh had served as direct marketing manager for CW/Peterborough since 1984, where she was responsible for the creation and implementation of marketing and strategic planning for subscription and bulk sales for all publications and software products. Prior to that, Welsh was stationed in Denver, Colorado, as CW/Peterborough's sales representative handling a seven-state territory.

Welsh joined CW/Peterborough in January of 1981 as editor-in-chief/co-general manager of *Instant Software, Inc.*, formerly a software publishing subsidiary.

Paul Reuss to run direct marketing

Paul Reuss of CW/Peterborough was recently promoted to direct marketing manager. He will now manage all subscription marketing activities for this rapidly growing family of nine monthly publications serving the broad spectrum of micrcocomputer users. This position concentrates on serving the widest possible audience of microcomputer users through subscription acquisition, payment, and renewal campaigns.

Previously, Ruess was business manager for *Progressive Builder Magazine*, where he was responsible for strategic planning, budgeting, and daily operations. Prior to that, he was circulation director at SolarVision, Inc., a publishing group of renewable and alternative energy publications. He was also formerly customer service manager for the catalog division of Eastern Mountain Sports.

New reponsibilities for Matthew Smith

Matt Smith recently moved from CW/Peterborough to CW Publishing as Director of Corporate Administration. Smith will now be responsible for the space planning and renovations of the office building at 370 Cochituate Road in Framingham. He will also be handling the computerized modeling and forecasting and the analysis of P&Ls. Smith will also be involved in certain training and human research functions, and a number of special projects with *Computerworld* President **Jim Povec.**

"I am really excited about the challenges involved in my new job," commented Smith. I am confident that my experience at CW/Peterborough can be applied here at CW Publishing in Framingham."

Frank Smith directs circulation department

Frank Smith of CW/Peterborough has been promoted to circulation director. He will be responsible for the continued growth of current products along with new product planning and development. Smith joined CW/Peterborough in December of 1983 as circulation manager. A 12-year veteran of publishing, Smith held managerial positions in circulation, fulfillment and statistics with McGraw-Hill publications company prior to joining CW/Peterborough.

Paul Boule named *inCider* publisher

Paul Boule has been promoted to publisher of *inCider* magazine. Boule previously served as associate publisher and national sales manager.

Boule joined *inCider* in 1983 as sales representative. He was later promoted to national sales manager, where he led his sales force to increase ad pages by 23% in 1986. This percent has continued to grow in 1987.

Prior to joining CW/Peterborough, Boule was a sales representative for Conway Office

(Continued on page 8)

PEOPLE

(Continued from page 7)

Products, Inc. of Nashua, New Hampshire, and a branch manager for the Bank of New Hampshire in Manchester, New Hampshire, responsible for all branch operations and budgeting procedures.

Stan Vanocur named national sales director

Stan Vanocur has been promoted to national advertising director for *InfoWorld*. Previously regional manager for Northern California and the Northwest, Vanocur brings twelve years of sales and management experience to this new position. As national advertising director reporting directly to **Eric Hippeau**, Vanocur will be responsible for all field display advertising sales activities. Prior to joining *InfoWorld* in 1986 he worked in advertising for several high-tech publications for both Cahner's Publishing and Technical Publishing Company.

IDG
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UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
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Melissa Strayton
James Warmack

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Paul Bonarrigo coordinates classifieds

Paul Bonarrigo has been promoted to the *Computerworld* Operations staff. In his new position, Bonarrigo will be responsible for coordinating all classified equipment sections for that office.

"Happy Birthday *Computerworld*"

(Continued from page 2)

The march ended on the back terrace where everyone enjoyed a champagne toast, cake and ice cream.

"It was really a fabulous event. We wanted to show our support and appreciation to the *CW* staff, who, over the last twenty years, has kept *Computerworld* number one," said Pat McGovern. "What could be better than a surprise party."

Once asembled on the terrace for a toast, Pat McGovern led the group in a "Happy Birthday" salute and, at the end, Mary Dolaher jumped out of the eight-foot cake.

"We all wish *Computerworld* Happy Birthday," said McGovern, "...and many more successful years to come."

ANNIVERSARIES

ONE YEAR
David Parker - IDG
Adam Rude - DNP
Julie Cooke - CW
Alan Ryan - CW
Robert Diftler - PcW
Gail Potthoff - IFW
Carl Bartsch - CW/Brazil
Ana Iris Moncada - CW/Venezuela
Maureen Grant - CN/England
Corinne Schmidt - CW/Switzerland
Klaus Hartmann - CW/Germany

TWO YEAR
Ney Seara Kruel - CW/Brazil
Nancy Potter-Thompson - CW/P
Nancy Salwen - CW/P
Sharon Frederick - CW
David Rosen - LINK
Keith Arnot - IDG England
Kelly Jager - CW/Australia

THREE YEAR
Jose Arcellana -PcW
Dora Colin - MP/France
Ole Hansen - CW/Denmark

FOUR YEAR
Mary Chaves Ibrahim - CW

FIVE YEAR
Beverly Poirier - CW/P

SIX YEAR
Maureen Sullivan Falzone - CW
Kathleen Heeney - LINK

FOURTEEN YEAR
Kathryn Dinneen - CW

IDG WORLD UPDATE

VOLUME 17, NUMBER 28 JULY 13, 1987

IDG managers look to future

Commit to 18 new product development areas

Each year senior IDG executives in the U.S. examine the future of the industry and plan strategic directions for the company. This year's Long Range Planning Meeting took place June 25 - 27 at the Ocean Edge Conference Center in Brewster, Massachusetts.

"This is our 12th Annual meeting. Our goal each year is to look specifically at our plans for the next 2 - 5 years, as well as, to look ahead to where IDG will be in the year 2000," said IDG President **Walter Boyd**. "During this year's three day retreat, we examined events not only within the company, but outside the company which we feel will shape the future."

Projects enhance competitive advantage

A key planning session during the meeting was a breakout workshop where the managers divided into three groups to discuss potential products which will enhance IDG's competitive advantage. Over 100 ideas were proposed and 18 were adopted and assigned a product champion from within the group.

Among the proposals was an ad tracking program which would offer advertisers enhanced market research services. The service would track ad spending and trends within the information technology industry. Plans are also underway to expand the number of products offered to the Federal government through IDG Communications and IDC.

(Continued on page 4)

Effective market research meets internal needs

IDC's Global Data Resources provides international coverage

IDC's Global Data Resources Group (GDR) can meet the internal market research survey needs of all companies within the IDG family. The group also sells these services externally to vendors, users and the financial community.

Currently GDR is working on a survey project for IDG's Corporate Communications Department to measure the effectiveness of its recent corporate advertising campaign. The group is also examining the impact of the IBM Personal System 2 Announcement for IDC's Financial Services Group; MIS Staffing Issues for IDC's User Services Group and Network Systems Management for IDC's Vendor Services Group.

Global Data Resources is also doing a research project of its own to judge the need in the marketplace for online access to IDC's Computer Installation Database.

Full service

"We are organized to provide full-service capabilities in the survey research area -- from very basic surveys through on-site, executive level personal interviews," said Global Data Resources Group President, **Paul Earl**. "Because we have the resources in-house we can offering IDG's operating groups a valuable service at a cost-effective price. "

Worldwide reach

IDC's Global Data Resources has immediate access to IDC's extensive information industry databases, using this information to search and select appropriate survey respondents. Through these databases GDR can reach a worldwide audience of over 3,000,000 users and 1,000,000 businesses in 75 countries

The group's network of international offices allows them to conduct surveys within local countries.

"By using our local staffs we minimize complications, maximize local knowledge and participation to provide comprehensive and quality information," said **Dot Lanciloti**.

The Group also draws upon the market information available through IDC's Global Vendor and User Information Service programs to provide detailed product knowledge and a consistent context for evaluating survey research findings.

Global Data Resources offers five levels of survey research support: basic mail and telephone suveys; QuikSurv which provides topical phone surveys on hot issues; in-depth market surveys; executive surveys which reach high-level professionals; personal on-site interviews with survey candidates to obtain quantitative and qualitative information.

New survey service

"The QuikSurv program is IDC's newest survey service and the response internally as well as externally has been terrific," said **Judy Danielson** . "The appeal of the service we offer is its ability to turn the information around quickly on hot topics of immediate concern to the industry."

For more information about IDC's Global Data Resources survey capabilities contact Mike Raimondi at 617 872-8200.

Dot Lanciloti and Judy Danielson of IDC's Global Data Resources Group.

IDG Comm develops East-West business

H. Dick Yamashita is president, plans to expand products and services

IDG Communications has further broadened its scope in the international marketplace with the formation of IDG Communications/Japan.

H. Dick Yamashita, who currently produces Japan and Korea's annual Semicon Exposition and who publishes *Semicon News* and *Semicon DataNet*, has been named president of IDG Communications/Japan. The new company will be based in Tokyo.

"We view this joint venture as a very important support mechanism for stronger international business relationships between Eastern and Western nations," said **Axel Leblois**, IDG Communications president and chief executive officer. "The global reach of IDG resources will make this effort easier," Leblois added.

Communications key

Like its United States parent, IDG Communications/Japan will publish computer-related newspapers and magazines, conduct computer-oriented research and produce industry trade shows. It will focus on development of important communications dialogues between companies operating in the international marketplace designed to decrease business and cultural gaps.

The first trade show Yamashita plans to introduce in Japan is Communication Networks Exposition and Conference. This leading telecommunications trade show has been produced by IDG in the U.S. for the past nine years. There is currently no counterpart to this show in Japan.

United world market

"The liaison between IDG Communications/Japan and the IDG worldwide network of publications and companies will help promote better understanding in the global business community and expedite the timely flow of information on issues of importance to all countries," said Yamashita. "We must begin to view the world market as one, not as segments," he added.

Yamashita's *Semicon News* and *Semicon DataNet* will become part of the IDG family of publications which currently includes *Computerworld Japan* as well as 85 other publications in 30 countries.

Yamshita's experience in marketing, advertising and public relations spans both the U.S. and Japanese business worlds.

A U.S. citizen who relocated to Japan 11 years ago, Yamashita was under contract, during his initial years in business, to the U.S. State Department of Commerce to market American products in Japan. His involvement with the semiconductor industry led to the introduction of the extremely successful Semicon Exposition in Tokyo and Osaka, Japan, which last year collectively drew more that 52,000 attendees. This year he will produce a Semicon Korea trade show in November at KOEX in Seoul.

(Continued on page 4)

Axel Leblois, president of IDG Communications (right) greets Dick Yamashita, president of IDG Communications/Japan at corporate headquarters in Framingham.

"Long range planning must be daily concern..."

(Continued from page 1)

IDG managers also discussed the potential of offering human resource-related (HR) services to companies within the industry who need help training, recruiting and managing their personnel resources.

"HR services is a new area of potential growth for IDG," said Chairman **Patrick McGovern**. "The ability to help our clients develop and manage key staff is a good fit with IDG's current business. We also believe our exposition and conference business is a good example of an area where we can add services of this sort."

DBX demo successful

During IDG's 1984 Long Range Planning meeting, IDC's Database Excellence Project (DBX) was discussed for the first time. The goal of the project since then has been to examine the potential of integrating a number of IDG's international databases to offer clients and prospects a unique source of information.

Under the direction of **Paul Earl**, President of IDC's Global Data Resources Group, a prototype demonstration of the DBX project was conducted during the meeting.

"We successfully demonstrated for the group the potential capabilities of a system which would combine IDC's computer installation database information with IDG Communications subscriber data from around the globe. The potential of this product in the marketplace is enormous -- no one else can offer information that is this comprehensive," said Paul Earl. DBX was one of the 18 projects selected for continued development.

Close to the customer

For the first time IDG invited key clients to participate in the meeting to discuss their views concerning IDG's existing and potential products. Executives from Colgate-Palmolive, The Chase Manhattan Bank, Microsoft and Continental Boulevard shared their opinions with the group. They emphasized the importance of developing highly specialized and targeted publications and services which meet the "strategic" needs of customers. The further development of products which are vertically oriented and serve the needs of niche markets was also discussed.

"It is important to stay in touch with the way the outside world views IDG," said Walter Boyd. "The input of these key clients was invaluable in this year's planning process."

Reality check

One of the most important sessions of the three day meeting was a presentation given by Alternative Future Associates. Their assignment was to look into the future of the information industry and the world economy and come up with a scenario of what the society of tomorrow would be like. They then challenged the attendees to forecast IDG's role as we approach the year 2000.

"I found this session fascinating. We were able to see beyond the concerns of our own industry and look at the implications of what we are doing. It is important to remind ourselves that we are not working in a vacuum, but as an integral part of the global environment," said **Axel Leblois**, president and chief executive officer of IDG Communications.

Closer ties

"One of the most important outcomes of this year's meeting was the idea that long range planning must be a daily concern," said Patrick McGovern.

"We must keep our strategic goals in mind and work to increase cooperation between IDC and IDG Communications to capitalize on our strengths and ensure our leadership position."

Semiconductor associations valuable

(Continued from page 3)

Yamashita has worked closely with nearly 700 Japanese and U.S. companies which are suppliers or users of semiconductor processing equipment products and feels these associations will provide a valuable base for the new company. Initially he will oversee a staff of 50 people.

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 28 JULY 13, 1987

CLASSIFIED TELEMARKETER/MANAGER

Computer Currents in Emeryville, California is looking for a highly motivated, skilled telemarketer with strong organizational skills to take over the sales, expansion and development of the classified section of this rapidly growing regional publication. Responsibilities include: prospecting for new accounts, maintaining existing accounts, closing sales, developing new categories of business, developing promotional materials and restructuring the "look" of the classifieds to attract business. Candidate should have successful classified sales experience, preferably with the Yellow Pages, excellent phone skills, writing ability, marketing ability and some knowledge of the computer industry. Send resume to Meredith Browning at *Computer Currents*, P.O. Box 2339, Berkeley, CA 94702.

CLASSIFIED ADVERTISING REPRESENTATIVE

Digital News in Boston is looking for a classified advertising representative to be responsible for sales prospecting, developing and closing new accounts, and maintaining and reselling client accounts for the national classified sales territory. These are small classifed-display advertisers selling used equipment and new products and require on-going management. Advertising or publications experience, at least one year of successful phone sales experience, an interest in computers and a commitment to publishing are all required. Contact Robert Fischoff at *Digital News*, (617) 482-8470.

CLASSIFIEDS

FOR SALE: 1986 Nissan Sentra, 2-door, 5-speed, white with gray, AC, Sony FM cassette. Dealer maintained. $5,395. Call (617) 655-6583.

FOR RENT: in Dennis, 3/4 miles from W. Dennis Beach. 3 bedroom home, 1/2 bath, two sunrooms, all kitchen facilites including dishwasher. Outside Patio with gas grill and outside shower. Days call (617) 875-5000 x480, nights (617) 879-8040.

FOR RENT: Brand new Duplex in Milford, MA. Close to Rte. 495 and Downtown. Residential area on a cul/de/sac. 5 rooms, 3 bedrooms, 1 1/2 baths with laundry hookups. Fireplace, den, sundeck, full basement. $975.00 plus utilities. Available August 1, 1987. Contact Marsha Lindsey, IDG (617)875-5000 x467 or home (617) 478-7349.

FOR RENT: House in Edgartown, Martha's Vineyard. 3 bedrooms, 2 baths, ferry reservation. $700 weekly. Contact Evan Moltz, IDC, (617) 872-8200 x220.

PARIS IN AUGUST: apartment to sublet. Spacious 5-room apartment with large terrace in Marais, central Paris Beaubouh, to sublet in August for one month $2,500 or $700 weekly. Includes housekeeper. Contact Glenda Cudaback, (617) 875-5000 or E-mail IDG.G/Cudaback.

FOR ADOPTION: retired racing Greyhounds. Good pets. Quiet and very gentle. Ages 2 - 4 years, some puppies available. Free to good homes, but a small donation would be greatly appreciated. For more information call Alyse Bederson at (617) 872-8200 x241 or Louise Coleman, Greyhound Friends, (617) 354-3669 (home) or (617) 435-5969 (kennel).

MARK YOUR CALENDAR

New Employee Orientation

July 15th
9:30 - 10:30 a.m.
Large Boardroom
375 Cochituate Road
All new employees must attend.

MIT honors McGovern for corporate leadership

IDG Chairman **Patrick J. McGovern Jr.**, class of '59, was honored for his distinguished corporate leadership at a recent luncheon hosted by Dr. David Saxon, Chairman of the MIT Corporation.

McGovern was recognized for his leadership role and as an innovator in the information technology industry. His vision was responsible for launching IDC, the first market research firm in the industry. He also created what is now the top trade publication in the field serving the information needs of the MIS users, *Computerworld*.

"I am honored that MIT chose to present me with this distinguished award," said Patrick McGovern. "I am priviledged to join this group of recipients."

The Massachusetts Institute of Technology conferred MIT Corporate Leadership Awards on 64 of its alumni who are chairmen, vice chairmen, presidents or managing partners of leading business, financial and industrial organizations.

MIT Corporation, MIT's governing body, established the awards in 1976 to recognize distinguished corporate leadership by MIT alumni. Since then, more than 325 alumni have received the award.

The award honors individuals whose responsibilities in private industry mark them as exceptional contributors to the continued strength and well-being of the economic system. Three-quarters of MIT's alumni take positions in industry and business.

"Thousands of MIT alumni have served in major leadership positions in large and small companies throughout the world. Men have further advanced innovative concepts of private enterprise in founding successful companies which they have headed, " said Dr. Saxon.

"As a fountainhead of new ideas and advanced education for leadership in science, engineering, management, architecture and related fields, MIT properly honors the achievements of awardees. In doing so, the corporation symbolically expresses its esteem and abiding appreciation to MIT alumni everywhere, who further the public interest daily through exemplary conduct of corporate enterprise."

Other alumni who received the leadership award include:

Herman A. Affel, Jr., '41, vice chairman, Computer Consoles; **Vaughn L. Beals, Jr.** '48, chairman and chief executive officer, Harley-Davidson, Inc., **George M. Berman**, '45, chairman, Unitrode Corp., **Sherwin Greenblatt**, '62, president, BOSE Corp.; **Mitchell L. Kapor**, '81, chairman Lotus Development, **Robert M. Metcalfe**, '68, chairman, 3Com Corp., **Thomas J. Perkins,** '53, chairman Tandem Computers, Inc.; **John W. Poduska**, '59, chairman Apollo Computers, **R. Gene Shelley**, '49, president, Raytheon Co.

Pat McGovern receives leadership award from MIT.

U.S. trip for Holland's Computerman of the Year

Visits IDG's U.S. offices and staff to discuss SURF project

Hans Rosenberg, Holland's Computerman of the Year, recently visited the Boston area as the guest of CW Communications in The Netherlands.

The editorial staff of *Computerworld* Netherlands named Dr. Rosenberg Holland's "1986 Computerman of the Year" last October for his work on the "SURF" project which will establish an international network for scientific research in the academic community in Holland. The Dutch government recently awarded Dr. Rosenberg a $200 million grant for further development in this area.

"I first became interested in improving the educational computing environment through my work as Treasurer of Utrecht University," said Rosenberg. "I saw an increasing need to develop integrated systems and some form of product development standards."

"As an educator I also recognize the importance of making the power of computer technology available to our young people if society is going to advance."

While in Boston, Dr. Rosenberg met with **Jack Hart**, vice president of IDC's International Planning Service and **Kim Myhre** , vice president of IDC's Communication Services to discuss the SURF project and to explore the areas in which IDC could help in completing the project. He also met with senior executives of DEC to enlist their support and cooperation.

Rosenberg was unanimously chosen because of his initiaive in developing a master plan for an infrastructure for future computer use by all kinds of university students and researchers.

His long-term plan was launched two years ago and will be realized through cooperation between the university computer centers, PTT, governmental research institutes, and the industry. It will largely facilitate the ability of students and researchers to gain access to personal computers, databases, mainframes, and supercomputers. The first results of the plan are already visible.

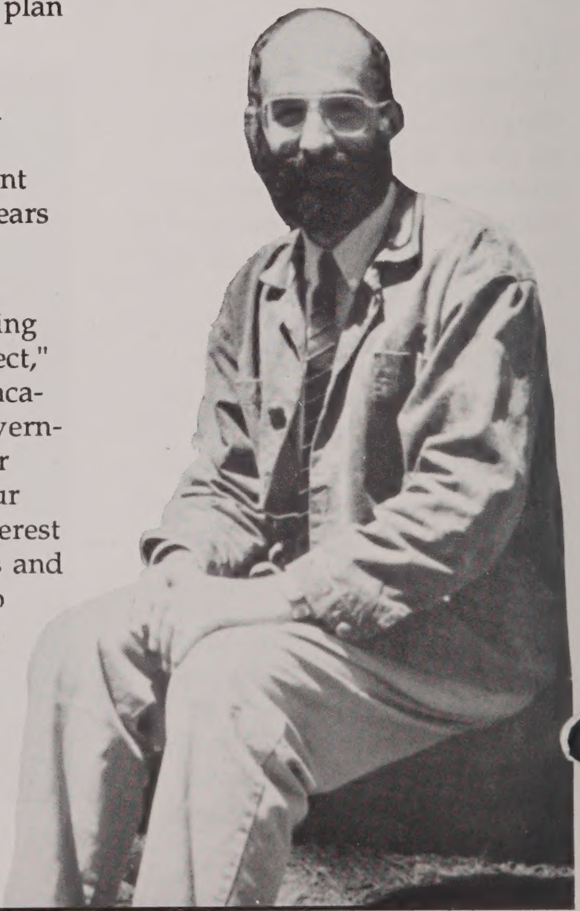
Hans Rosenberg, who is an astronomer by profession, changed his career and went into local politics several years ago.

"We are commited to seeking support for the SURF project," said Rosenberg. "Both the academic community, the government and the private sector enthusiastically endorse our efforts. I found similar interest in the U.S. among vendors and IDG staff. I look forward to working more closely with all parties to continue our progress."

As a member of the board of Utrecht University, he is also chairman of a committee which coordinates the work of university computer centers throughout the country.

The title "Computerman of the Year" was presented in recognition of his endeavor to bring into practice a vision of the future which greatly serves the information society and goes far beyond his formal tasks.

Dr. Rosenberg concluded his visit to Boston with a tour of The Computer Museum. He was eager to return to Boston having spent a year as a student at Harvard University.

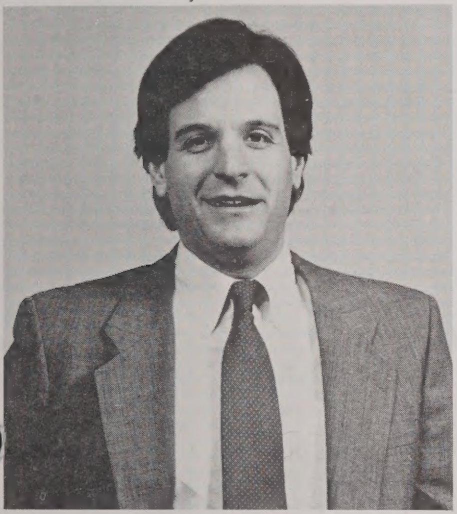


Hans Rosenberg, Holland's 1986 Computerman of the Year.

Mike Perlis appointed president

Mike Perlis, former publisher of *inCider*, has been appointed president of CW Peterborough.

CW Peterborough is the publisher of *80 Micro, inCider, Run, AmigaWorld, CD-ROM, PC Resource, Computers in Science, the Main Menu and Portable Computer Review*.



"Mike has exhibited extremely valuable management skills at *inCider*, and will, I am certain take CW Peterborough to new heights," said **Axel Leblois**, president of IDG Communications.

Perlis has an extensive background in consumer publishing and has always been a computer user and enthusiast.

"My interest in information technology attracted me to IDG in early 1987 as publisher of *inCider*," said Perlis. "I look forward to expanding my role and influencing the continued growth here in Peterborough."

Perlis, a 1976 B.A. graduate of Syracuse University, joined CW Peterborough in early 1987. He came to CW Peterborough from Rodale Press, Emmaus, Pennsylvania, where for three years he was group publisher for *Runner's World*, *Bicycling* and *Cross Country Skier*. Prior to his position at Rodale Press, Perlis was president of New England Publications, Camden, Maine, pubishing travel and outdoor-related publications including *Canoe Magazine* and *New England Guide*. Perlis is married and has two children.

IDG Photo Contest reminder

IDG's fourth Annual International Photo Contest is open to IDG employees worldwide. Entries must be received by August 1.

For the first time winners will receive cash prizes. The first place winner will receive $250, second place $100, third place $75 and the remaining winners $50. A total of 12 photos will be chosen.

The photos will be used to produce IDG's 1988 Photo Contest Calendar which will be designed and printed by China Computerworld.

Contest organizers have limited entries to two per person. Please send your entry to Christie Sears c/o *Computerworld*, 375 Cochituate Road, Framingham , MA 01701.

IDC reports

Update will periodically provide a listing of IDC's recently published reports. For more information, contact Larry Bishop at (617) 872-8200.

Information Systems Spending: 1st Half 1987 #3071

Processor Data Book, 1987, #3074

LAN Training, Service, and Maintenance, #3077

Distributed Database Management Systems, #3079

Major Unix Vendor Strategies: AT&T, Digital, IBM, #3083

User Trends in Network Sytems and Technology, #3087

Desktop Publishing and Integration: Evaluating the Options, #3093

Fourth-Party Maintenance: The Repair and Refurbishment of Computer Parts and Equipment, #3097

Review and Forecast: Integrated Office Systems, 1986, #3101

Departmental Database Management Systems #3105

The Small Scale Systems Market #3109

Intelligent Buildings: Space Age Cathedrals #3110

Digital's Network Architectures #3112

PEOPLE

Angela Normington is billing coordinator

Angela Normington has joined the Advertising Billing Department at CW Publishing as a billing coordinator. Her responsibilities will consist of the weekly advertising audit of *Computerworld* and related publications, customer assistance, and assisting the billing supervisor with daily departmental tasks.

Normington previously worked as advertising coordinator for *Micro-Marketworld*.

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG.N/CUSACK.

Mary Linehan appointed staff writer

Mary Linehan has joined the *Network World* editorial staff as a staff writer. Linehan previously worked as an editorial assistant on the city desk at the *Boston Herald*, where she reported and wrote obituaries, made round-up phone calls to the police and fire departments and wrote other news stories. She also worked as a stringer for the *Marlboro Enterprise*, where she covered city government.

Prior to her tenure with the *Herald*, she worked as a stringer there for the sports department, covering high school sports.

Linehan received her B.S. degree from Boston University in Boston, Massachusetts.

Vinnie Napoli Atex specialist

Vinnie Napoli was recently promoted to Atex applications specialist for CW Publishing. Reporting directly to **Jeff Pennett**, Napoli will now be responsible for Atex support as well as support for editorial Macintosh users.

Napoli previously worked in the computer operations group at CW Publishing.

Steve Lincoln advertising manager

Steve Lincoln has been appointed advertising manager in *PC World* magazine's mid-atlantic territory. Steve joins PcW from Ziff Davis Publishing where he worked on *PC Magazine* in Los Angeles as well as *PC Week*. Prior to his tenure at Ziff Davis, Steve also worked with Times Mirror Publishing.

ANNIVERSARIES

ONE YEAR
Tamela Heath - IDC
Richard Landry - PcW
Rosanne Reynoso - PcW
Daniel Tynan - PcW
Angela Normington - CW
Helmut Sadlmeier - CW/Germany
Rinaldo M. da Silva - CW/Brazil
Theresa Alan - CW/England

TWO YEAR
Julius Jones - IDC
Mary Bucci - IFW
Stephan Ireland - CW/Australia

THREE YEAR
Patricia Heal Erickson - CW

FOUR YEAR
Robert Kent Luhn - PcW
Lee Trevino - PcW709

FIVE YEAR
Ron Tomlinson-Smith - IDC Australia

SIX YEAR
Scott Mace - IFW

SEVEN YEAR
Janet Bird - IDC

TEN YEAR
Christine Hiehler - CW/Germany

NINETEEN YEAR
Bill Leitch - CMG

IDG WORLD UPDATE

VOLUME 17, NUMBER 29 JULY 20, 1987

PC World delivers

Sales initiative to net strong fourth quarter results, expanding editorial focus reflects market

PC World is expanding its editorial focus to reflect the evolving needs of the personal computer marketplace. The sales force has also launched a major campaign designed to reinforce the publication's position as "the business magazine of personal computing."

"The personal computer has secured its place in the mainstream business environment," said **Bart Rhoades**, president/CEO of PcW Communications. "*PC World* has always positioned itself as the business consumer's advocate. And the growing needs of our marketplace strongly reflect the validity of our approach."

"The IBM and compatibles PC marketplace is in a state of transition. The second-generation technology evident in the PS/2, and the push toward 3.5" drives and a graphics environment has fragmented the market into 'the old' and 'the new.' Our readers look to *PC World* to help them make some very difficult, and costly, choices between existing AT-compatibles and the future evident in IBM's new personal systems. We can help them eliminate the confusion and help resolve the issue surrounding compatibility, upgrades, or pure migration," said **Jim Martin**, Vice President and Group Publisher of *PC World*.

Technical gurus

According to *PC World* editor, **Richard Landry** today's PC decisionmakers are not necessarily "technical gurus." These professionals are often presidents, CEOs, or department/division managers who are concerned with the bottom line results of the company.

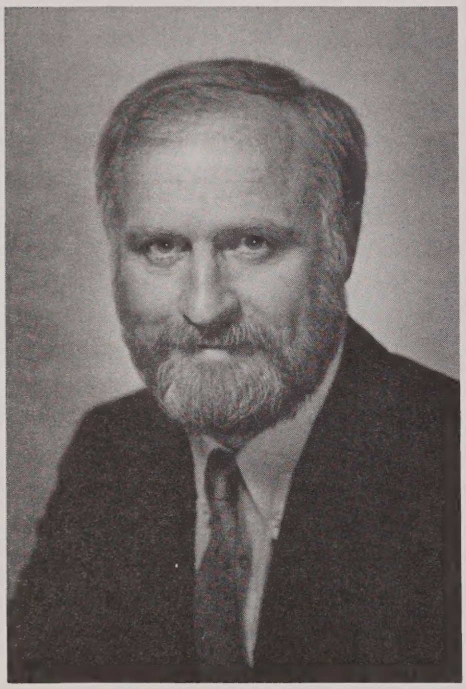
(Continued on page 6)

(Front row) Sharon Van Leuven, Michela O'Connor; (middle row) Jeff Edman, Margaret O'Reilly, Judy Sutter, Jennifer Walker; (back row) Bob Ostrow, Vivian Ritondale, Steve Lincoln, Natalie Wood, Lisa Hausafus, Carol Watson, Michelle Hornett, Bob Diftler

InfoWorld open news bureau in Atlanta

Snowden-Jones appointed bureau chief to track Southeastern region

InfoWorld has announced the opening of its Atlanta news bureau. **Robert Snowden-Jones**, former business reporter for the *Atlanta Constitution*, has been appointed bureau chief.



Mr. Jones comes to *InfoWorld* with 11 years of newspaper experience. For the past five years he was a business reporter for the *Constitution*, he also served as the high-tech reporter for the *Atlanta Journal*. He holds the distinction of being the first reporter to cover Atlanta's booming high-tech industry on a regular basis. This included covering the rise of such southeastern-based companies as Hayes Microcomputer Products, Digital Communications Associates, Microstuf, Inc. and Quadram Corp.

User needs

Jones has read *InfoWorld* for the past five years and has relied on the PC newsweekly for its dedicated to coverage of news aimed at the end user. "It's the end users needs," Jones said, "not those of committees, governments or vendors, that will determine the future of personal computers. *InfoWorld* has always recognized this. And in that respect, *InfoWorld* has kept its finger on the pulse of the microcomputer industry."

InfoWorld's Editor-in-Chief, **Jonathan Sacks**, said that the decision to add the Atlanta news bureau was in response to the steady growth in microcomputer hardware and software development in the southeastern region.

According to Sacks, the Northern California based *InfoWorld* will establish news bureaus wherever the need for them arises. "The Southeast," replied Sacks, "demands the same service and attention that *InfoWorld* gives to any other part of the country that influences the microcomputer industry."

Personal approach

Sacks, who favors a personal one-on-one approach to industry reporting, believes that the mushrooming growth of the PC industry demands a decentralized reporting base.

"Relying on just your West Coast or East Coast bureaus doesn't cut it. You can't effectively cover the entire microcomputer industry by phone. Businesses are making major purchasing decisions based on what they read in *InfoWorld*," stressed Sacks. "In order to provide these decision makers with the most reliable information, you've got to have a regional bureau dedicated to a particular beat. It's the responsibility of the news bureau to know who the movers and shakers are in that region. That's what impressed me about Robert Jones. Bob knows the southeastern region inside and out. In his five years covering that territory, he has established himself as one of the most comprehensive and reliable reporters in the PC industry."

Third news desk

The Atlanta bureau becomes the third news desk that *InfoWorld* has added to its editorial roster this year. In addition to Atlanta, *InfoWorld* has news bureaus in New York, Washington, Seattle, Los Angeles, and will shorlty announce the opening of a bureau in Texas.

InfoWorld's **Atlanta News Bureau will be located at:**

1400 Lake Hearn Drive,
Atlanta, Georgia 30319.

The telephone number is 404 252-5008.

Invest in our people through training ...

PC center offers valuable learning environment

Each week **Mary Chaves** , PC trainer, conducts eight training sessions at the PC Training Center located at CW Publishing in Framingham.

She has been conducting these sessions since April after leaving her position as products editor for *Micro Marketworld.*

Centralized PC training

"I became computer literate through my position at *MMW,*" said Mary Chaves. "As I began learning on my own about spread sheets, business graphics and database management, I saw the need for a centralized source of PC training for our employees."

Mary pursued this idea, and now manages the PC Training Center which offers hands-on individualized instruction for the novice as well as advanced user.

Sessions include Lotus 1-2-3, business graphics, database management, word processing and e-mail instruction.

Special materials

Mary has a strong background as a music teacher and has combined this experience with her technical knowledge to develop specialized course materials. Approximately 70 employees have participated in her program to date.

"What is unique about our program is that anyone can participate from top management on down," said Mary. "No one should feel intimidated by their lack of knowledge."

The center is equipped with 6 IBM clones and complete library of the latest software packages. Mary is continually involved in developing new course materials as the need arises.

Presently she is looking forward to developing a series of Macintosh courses in desktop publishing.

According to Mary, "There is a lot of interest in this area -- as soon as the hardware arrives I will begin offering courses."

Also consults

Mary's concern for her students goes beyond the time they spend in her classroom. She is also available to consult with users on special projects and to evaluate the efficiency of their computing tasks.

"Once my students have completed a course I am very interested in checking on their progress as they begin to apply their skills to the job," said Mary. "Often I can show them short cuts and time saving steps."

Mary is also involved in a special task force at Framingham State College which is looking into the best way to serve the communities need for PC instruction. She is considering opening her classroom to people outside the company.

"We have all the resources here to open a public training facility," said Mary.

Courses are open to all IDC, IDG Communications and CW Publishing employees. For more information contact Mary Chaves at 879-0700.

For a list of the courses currently being offered, see the back cover.

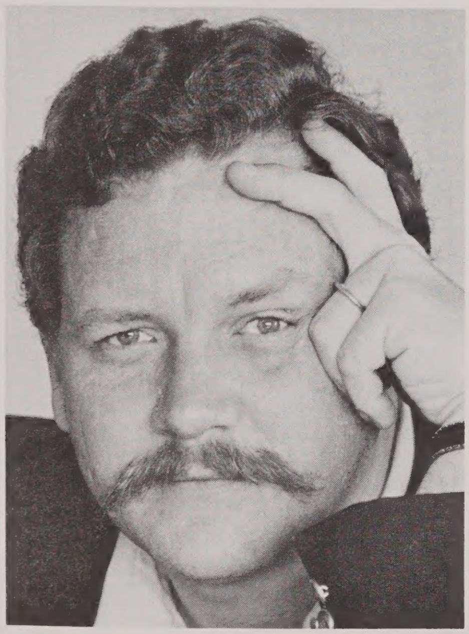
Mary Chaves, PC trainer, Ed Scannell, senior editor, microcomputers, Computerworld, and Janice Kamphaus, regional advertising manager, Computer Currents, Boston, review Lotus 1-2-3.

PcW acquires *P.C. Letter*; launches publishing division

Stewart Alsop is president; newsletters, conferences planned

PcW Communications announced that it has acquired *P.C. Letter*, which is edited and published by personal computer industry expert **Stewart Alsop**. He will remain the editor.

Alsop also joins PcW as the president and general manager of the company's newly-formed Industry Publishing Division, which is wholly-owned by PcW but will be independently managed by Alsop.



Published 22 times a year, *P.C. Letter* will be the first product of the Industry Publishing Division.

Provocative issues

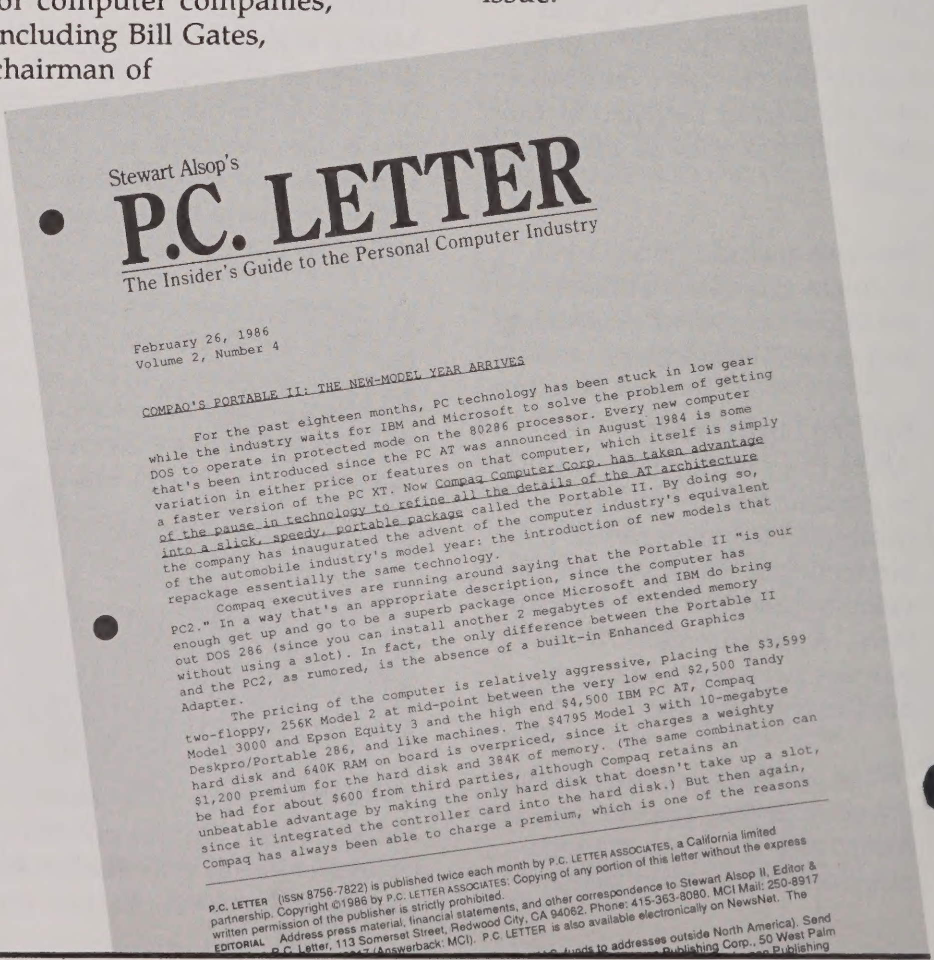
"The charter of this new division is to develop a portfolio of newsletters and to produce high-level conferences, all of which will raise and discuss provocative issues facing the personal computer industry," said PcW President and CEO **Bart Rhoades**. "Our alliance with Stewart Alsop -- who is known throughout the industry for his keen insights and great range of contacts -- demonstrates our commitment to the PC marketplace. Our continuing quest is to be a positive influence on the market's development, as well as to analyze and report on it."

Agenda '88

Under the terms of the agreement, Alsop will also organize and promote an annual personal computer conference sponsored by PcW. Called Agenda 88, the first conference will be held on September 20-22, 1987, at La Costa Hotel & Spa in Carlsbad, California. Scheduled to speak are heads of major computer companies, including Bill Gates, chairman of Microsoft; John Sculley, president and CEO of Apple Computer; and Scott McNealy, president and CEO of Sun Microsystems.

"The conference will provide a setting where we can debate and examine the primary issues facing us as an industry," said Alsop. "There is an increased need to honestly debate the issues we face in the areas of systems software, applications design, alternate hardware standards, customer relations, legal issues, and market positioning."

Alsop will also write a monthly column for *PC World* beginning with the August 1986 issue.



Stewart Alsop's

P.C. LETTER

The Insider's Guide to the Personal Computer Industry

February 26, 1986
Volume 2, Number 4

COMPAQ'S PORTABLE II: THE NEW-MODEL YEAR ARRIVES

For the past eighteen months, PC technology has been stuck in low gear while the industry waits for IBM and Microsoft to solve the problem of getting DOS to operate in protected mode on the 80286 processor. Every new computer that's been introduced since the PC AT was announced in August 1984 is some variation in either price or features on that computer, which itself is simply a faster version of the PC XT. Now Compaq Computer Corp. has taken advantage of the pause in technology to refine all the details of the AT architecture into a slick, speedy, portable package called the Portable II. By doing so, the company has inaugurated the advent of the computer industry's equivalent of the automobile industry's model year: the introduction of new models that repackage essentially the same technology.

Compaq executives are running around saying that the Portable II "is our PC2." In a way that's an appropriate description, since the computer has enough get up and go to be a superb package once Microsoft and IBM do bring out DOS 286 (since you can install another 2 megabytes of extended memory without using a slot). In fact, the only difference between the Portable II and the PC2, as rumored, is the absence of a built-in Enhanced Graphics Adapter.

The pricing of the computer is relatively aggressive, placing the $3,599 two-floppy, 256K Model 2 at mid-point between the very low end $2,500 Tandy Model 3000 and Epson Equity 3 and the high end $4,500 IBM PC AT, Compaq Deskpro/Portable 286, and like machines. The $4795 Model 3 with 10-megabyte hard disk and 640K RAM on board is overpriced, since it charges a weighty $1,200 premium for the hard disk and 384K of memory. (The same combination can be had for about $600 from third parties, although Compaq retains an unbeatable advantage by making the only hard disk that doesn't take up a slot, since it integrated the controller card into the hard disk.) But then again, Compaq has always been able to charge a premium, which is one of the reasons

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EDITORIAL Address press material, financial statements, and other correspondence to Stewart Alsop II, Editor & P.C. Letter, 113 Somerset Street, Redwood City, CA 94062. Phone: 415-363-8080. MCI Mail: 250-8917 (Answerback: MCI). P.C. LETTER is also available electronically on NewsNet. The

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 29 JULY 20, 1987

NEWS EDITOR

IDG News Service in Boston is looking for an editor for the International News Group. Primary responsibilities will be editing and prioritizing a daily news lineup, as well as coordinating news flow from other IDG publications, gathering and integrating additional copy into the daily wire, cutting stories and writing clear news headlines. Candidates should have several years of editing experience, preferably in the computer industry, and be able to work under daily deadline pressure. Experience in working on a computerized text editing system is preferred. The ability to coordinate many tasks at once is a must. Contact Kathleen Gow, IDG News Service, 33 West Street, Boston, MA 02111, telephone (617)423-9030.

MANAGER OF INTERNATIONAL SERVICES

IDC is looking for a manager of international services for the IPS Department. This department is responsible for development marketing, sales support, and client service activities for IDC's International Continuous Services. These services are targeted for international marketing executives in US-based multinational firms. Several years of experience in the computer industry with a good understanding of the issues in dealing with international markets is required. Also required are strong marketing and sales skills, and excellent verbal and written communications skills, as the position requires continuous communication with off-shore IDC offices and with potential clients. Contact Jack Hart, Vice President, International Services, IDC, 5 Speen Street, Framingham, MA 01701.

SUPERVISOR OF ADVERTISING BILLING OPERATIONS

CW Publishing is looking for a supervisor of advertising billing operations in the Billing Department. Responsibilities include maintaining the integrity of over $50 million in annual billings, organizing and maintaining a computerized advertising database, supervising billing coordinators and analyzing sales data, and formulating marketing and sales reports. Advertising background with some accounting/billing knowledge is required. Candidate must be detail oriented and have good problem solving capabilities. Contact Matthew Smith, CW Publishing, 375 Cochituate Road Framingham, MA 01701.

CREDIT ANALYST

IDG is looking for an analyst in the Credit Department to be responsible for monitoring the credit practices and collections of one or more IDG companies. The ideal candidate should have one to two years of experience in commercial collection work, preferably with a degree in business. Contact Frank Smith, IDG, 5 Speen Street, Framingham, MA 01701. No phone calls please.

PRODUCT MANAGER/DIRECTOR

IDC is looking for a product manager/director for the Financial Industry Technology Service. The likely candidate should possess good written and verbal communication skills. Previous working experience in managing a CIS product or CIS client service activity would be a plus. A background of working with the banking or investment banking community is preferred; candidate should be entrepreneurial and possess the skills necessary to assist in expanding the scope and market of this product. Contact Charlie Greco, IDC, 5 Speen Street, Framingham, MA 01701, telephone (617)872-8200.

DIRECTOR, PERSONNEL ADMINISTRATION

IDG is looking for a director of personnel administration for the Personnel Department to direct the headquarters-based personnel administrative activities, including human resources information systems, compensation, employee surveys and quality of work life issues. Five to ten years of experience in HRIS, compensation and personnel administration are required. Contact Bob Miller/Susan Perry, IDG, 5 Speen Street, Framingham, MA 01701.

EDITORIAL ASSISTANT

Network World is looking for a part-time editorial assistant in the Editorial Department. Responsibilities include responding to written and telephone inquiries from staff and readers, opening and sorting mail, making travel arrangements through the corporate travel agent, covering phones, occasional transcription, writing weekly "Calendar" section of newspaper and other clerical office duties. Major responsibility consistes of archiving *NWW* onto Nexis, an on-line data base. Training will be provided, but candidate must demonstrate good telephone and office skills, be able to keep on top of multiple tasks, and be detail-oriented. Please send letter of interest/resume to: Cheryl Tynan, Assistant to the Editor, *Network World*, 375 Cochituate Road, Framingham, MA 01701. No phone calls please.

IDG Comm announces new European responsibilities

Axel Leblois, president of IDG Communications recently announced new management responsibilities in the company's Southern European region.

Jean-Louis Redon, regional manager of Southern Europe, will take on additional responsibility as country manager for CW Communications in Italy. In this capacity he will handle all daily business responsibilities as well as long range planning for the new Italian operation. He will continue to serve as manager for the Southern Europe.

"Jean-Louis' dedication and success as country manager in France and as the region's manager for the last year will be instrumental as we plan our Italian operation's growth," said Leblois.

Francoise Chaussonniere has been promoted to country manager for France. He will take over full responsibility for the on-going success of IDG Communications subsidiaries in France. This includes all management aspects for personnel, day-to-day operations, long range planning, new launches, financial reporting to the Southern European regional manager and to IDG Communications headquarters.

"Francois has clearly demonstrated his leadership ability " said Leblois. "I wish him great success in his new position."

Francois Chaussonniere of CW France and Jean-Louis Redon, IDG Communications regional manager for Southern Europe.

PEOPLE

Elizabeth Phillips promoted to account manager

Elizabeth J. Phillips has been promoted to account manager, sales promotion for IDG's Marcomm Group. The IDG Marcomm Group provides marketing communication services, including market research, direct marketing, advertising, sales promotion and public relations, primarily to member companies within IDG.

Phillips' responsibilities will involve working with the marketing department of *Computerworld*, and *Computerworld Focus*.

In her new position she will execute promotional programs and produce advertising and collateral materials for these publications.

Phillips joined IDG Communications in October of 1986 as assistant account manager, sales promotion, working on the *Computerworld* and *Computerworld Focus* accounts. Prior to joining the company she was employed

(Continued on page 8)

"Consumers have right to solid product info; straight answers..."

(Continued from page 1)

"Our readers are interested in measuring the return on their investment in PC technology. They look to the personal computer as a vehicle to improve productivity and affect profits," said Landry.

"It is our role to assist them in their initial purchasing decisions as well as to help them expand and improve the performance of their equipment once it is up and running. By broadening our coverage we continue to help them achieve this result."

Responding to the marketplace

A recent *PC World* survey found that readers were looking for more in-depth objective information to help them get the most out of their personal computing power.

In response to this need *PC World* has entered an agreement with the National Software Testing Laboratory to conduct its hardware and software evaluations.

"The reaction to our plan from both readers and the vendor community has been enthusiastic," said Landry. "We view our audience as sophisticated business consumers who have the 'right' to solid product information and straight answers. Our relationship with the National Software Testing Labs reinforces our commitment to an objective editorial environment."

Consumer advocate

PC World has also added several new features and departments.

Will Zachmann IDC's vice president of corporate research will contribute a monthly column entitled, "On IBM," where he will provide analysis of IBM announcements and trends.

The "Consumer Watch" column will give readers advice on how to make correct purchasing decisions. Through this column *PC World* will also act as a consumer advocate resolving product peformance disputes between readers and suppliers. The results will be published each month.

The regular feature, "Upgrade Path," will help readers reep the greatest benefit from their PC investment. Tips on expanding memory, improving processing speed and hard disk capacity will be included.

Sales initiative

"The primary message we want to communicate to advertisers is that *PC World* continues to be on top of the needs of its marketplace," said **Margaret O'Reilly** *PC World's* national advertising director. "Our editorial product has always been superior, and in light of the recent expansion, it is time to make our presence felt as strongly as ever."

"Our market vision is clear: editorial-driven product, solutions-oriented focus, outstanding design, high production values, commitment to research," said Martin.

PC World has hired the San Francisco-based Blake Agency to produce a hard-hitting promotional campaign designed to reinforce *PC World's* position as the number one "business magazine" in the PC marketplace.

This will include a targeted direct mail and advertising campaign and a major national sales initative will also be launched.

"We have a strong sales and marketing team in place -- now is the right time for an aggressive campaign." said O'Reilly.

(Continued on page 7)

PC World sales staff takes a moment to relax during Annual Sales Meeting.

Singer named co-chair of AMA Computer Marketing Group

Bob Singer, marketing director for *Computerworld* has been selected to co-chair the Computer Marketing Group of the American Marketing Association's Boston chapter.

Rick Scaramozza, account executive for IBM mainframe sales at Access Technology will co-chair the committee with Singer.

During the next year Singer and Scaramozza will help develop, coordinate and implement programs and events for the group.

The Computer Marketing Group was formed four years ago to provide a network for idea exchanges as well as an educational arena for marketing professionals in the computer industry.

"Until this group was formed, there was no specialized professional organization in the Boston area for computer professionals," said Singer. "Because this region is one of the country's computer hubs, there was a real void to be filled."

Singer and Scramozza will lead a dozen committee members as they plan seminars and social events for more than 100 members of the Computer Marketing Group.

Singer has been with *Computerworld* since August of 1986. He has twenty-four years of marketing experience with over ten years concentrated in the publishing field. Prior to joining *Computerworld*, Singer was national sales manager of Cahners Publishing's *Mini-Micro Systems*.

IDG Photo Contest reminder

IDG's fourth Annual International Photo Contest is open to IDG employees worldwide. Entries must be received by August 1.

For the first time winners will receive cash prizes. The first place winner will receive $250, second place $100, third place $75 and the remaining winners $50. A total of 12 photos will be chosen.

The photos will be used to produce IDG's 1988 Photo Contest Calendar which will be designed and printed by China Computerworld.

Contest organizers have limited entries to two per person. Please send your entry to Christie Sears c/o *Computerworld*, 375 Cochituate Road, Framingham , MA 01701.

Taking the message to the marketplace

(Continued from page 6)

"Through precisely targeted one-on-one sales presentations we will demonstrate *PC World's* ability to reach the business PC decision makers.

Kick-off meeting

PC World's sales force met at the Silverado Country Club in Napa Valley California, earlier this month to kick-off their sales campaign.

The team reviewed the recent editorial changes, their new sales presentation materials and discussed strategy.

Guest speaker David Yoder, vice president of media at Chiat Day, gave a presentation on the problems of buying high-tech media. When asked what the greatest factor influencing media purchases is, he stressed that if the professionalism and the credibility of the sales person is evident then it follows that the publication also has integrity.

Media Resource Industries (MRI) also gave a presentation on *PC World's* perception in the industry. The richness of the publication's audience was described and its potential as an advertising market for consumer, finance and travel-related services.

Representatives from the Blake Agency also attended the meeting to obtain feedback from the sales people about the marketplace and customer needs.

(Continued on page 8)

PC Training Center Courses

Intro to 1-2-3
Starts with the basics of computers and DOS, then on to the electronic spreadsheet. Includes "how-to" for the following: data entry, simple formulas, store, retrieve and print files, and the Copy and Move commands.

Part II 1-2-3
Picks up from the Intro to Lotus 1-2-3. Includes a review of the basics of 1-2-3 and goes on to cover all Worksheet, Range, and Print commands plus the basics of sorting. Bring your questions!

Database 1-2-3
For experienced users. Covers Data, Sort, and Data Query commands.

Graph 1-2-3
For experienced 1-23- users only. Covers creation of Lotus graphs with all options available. We will plot the graphs on an HP plotter. Learn how to do transparencies too!

Intro to Xywrite
Introduction to word processing, includes the basics of computers and DOS.

Mailmerge Xywrite
Covers the mailmerge features of Xywrite -- useful for mass mailings and personalizing form letters. This session is for people who have taken the Intro session or those familiar with Xywrite.

E-mail
Learn how to use IDG's Electronic Mail System. You must have access to a PC with a modem installed in order to use E-Mail.

Contact Mary Chaves at 617 879-7000 x 450

IDG
WORLD
UPDATE

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Best in the business

(Continued from page 7)

"The meeting was designed to help everyone prepare and get excited about what we are going to accomplish," said O'Reilly. "I believe we acheived this. The sales force is ready to take our message to the marketplace."

"Our sales team is enthusiastic, well-trained, and motivated, and they know *PC World* inside and out. To me, they are the best in the business," said Martin.

Happy Anniversary

ONE YEAR
Ed Passarella - DNP
Carol Marshall - IDC
Laura Livingston - CW/P
Walter Clegg - PcW
Angela Normington - IFW
Rebecca Prough - IFW
Renate Regnet - CW/Germany
Monica Machado - CW/Brazil

TWO YEAR
Victoria Floyd - PcW
Gina Vanlue - PcW
Jonathan Sacks - IFW
Egon Margraf - CW/Germany
Andries van Elk - CW/Netherlands

THREE YEAR
Doreen Means - CW/P
Stephanie Schopenhauer - CW/Germany

FOUR YEAR
Anindya Bose - LINK

SIX YEAR
Jeff Pennett - CW

NINE YEAR
Ute Elmauer - CW/Germany
Barbara Howell - CW/Australia

PEOPLE

(Continued from page 5)

with Cahners Publishing Company, in Newton, Massachusetts, for three years as marketing/sales coordinator for *Mini-Micro Systems*.

Phillips holds a bachelor of arts in English from the University of Connecticut.

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 30
JULY 27, 1987

People are our real assets

HR Director Bob Miller describes the importance of investing in the human side of the enterprise

According to **Bob Miller**, IDG's Director of Human Resources, the success of most organizations, regardless of size, is primarily dependant on the effective utilization of their personnel resources.

"Organizations usually don't fail simply because of financial mismanagement or as a result of market shifts," said Miller. "Much more frequently, organizational failure results from an inability to capitalize on the talent of people at all levels, and also from an inability to attract and retain the talent necessary for the company to continue to grow and prosper."

Miller has been a consultant with IDG for over a year. He has been an instrumental force in helping to structure and organize the corporation's human resources (HR) efforts.

People as assets vs. costs

"The key to successful HR activities lies in the ability of an organization to view its people as assets whose capabilities should be fully utilized," said Miller.

"This is very different than viewing people as costs, with a primary concern of keeping their numbers low on the expense line. Our goal at IDG is to establish an environment and to provide development opportunities which enable all of our people to use their potential in the pursuit of our company's objectives. The company as well as the individual will both benefit as a result."

(Continued on page 3)

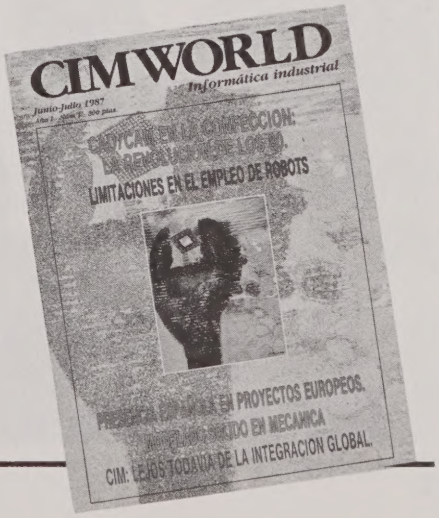
CW Spain targets CIM with new publication

Open economy requires upgrade of manufacturing process

CW Communications, S.A., in Spain recently launched *CIM WORLD* magazine to target that country's computer integrated manufacturing (CIM) market in all sectors of the industry.

Total investment in CIM in 1986 in Spain reached $240 million and is forecasted to grow to over $800 million by 1990.

(Continued on page 8)


CIMWORLD
Informática industrial
Junio-Julio 1987
LIMITACIONES EN EL EMPLEO DE ROBOTS
EN PROYECTOS EUROPEOS.
EN MECANICA
CIM: LEJOS TODAVIA DE LA INTEGRACION GLOBAL.

Systems Integration Market Research Focus

IDC's SASI program tracks computer services marketplace

Systems Integration (SI) is the cornerstone of the Software and Services Information Program's (SASI) increasing emphasis on the computer services marketplace. SI, or high-tech super glue, as it is sometimes known, refers to the binding together of different technologies (hardware, software, communications, and vertical market expertise) to solve a client's complex information processing problem.

Systems Integration continues to dominate **Karen Kugel**'s research activities as SASI's computer services program manager. In addition to the "Systems Integrators: Tying All the Pieces Together Part 1" report she completed earlier this year, a major multi-client study is currently in the works. Systems Integration will also be the focus of IDC's 1987 Fall Executive Conference, "Systems Integration: The Business Challenge."

According to **Ted Jastrzembski**, SASI's director, market dynamics dictated the emphasis on Systems Integration. "This reflects the blurring distinction between the software and services market segments. For example, software companies as diverse as Morino Associates and Thorn EMI are expanding the services parts of their businesses. On the services side, Data Architects and Systematics are stepping up their packaged software efforts."

The key distinguishing characteristics of SI vendors include serving as a single point of contact for the client and assuming full risk management for the *total* solution from start to finish. Though VARS and turnkey vendors integrate systems, they do not automatically qualify as SI vendors.

SI market opportunities continue to expand for hardware, software, and communications vendors. Traditionally an offering targeted to government market sectors, SI is rapidly picking up steam in commercial sectors. The overall SI market is attractive, expanding at a 19% CAGR, while Commercial SI market sectors are especially hot, growing at a 26% CAGR.

SI vendors are looking to transfer skill sets developed in government arenas to the commercial markets, especially manufacturing, health care, banking/ financial and retail. Traditional (professional services) SI vendors are closely watching moves by hardware and telecommunication vendors in the SI marketplace.

In addition to Jastrzembski and Kugel, the Software and Service Information Group includes some new faces as well as one IDC veteran. **Peter Burris** is the analyst responsible for tracking the Systems/Utilities and Application Tools markets; **Alice Green** is program manager, Manufacturing Software Service, **Patrick McGraw** is responsible for SASI data collection and data analysis, and **Mark Pine**, a two-year IDC veteran, tracks the application solutions market and serves as associate editor of *SoftwareWatch*, SASI's newsletter.

The SASI group; Front: Mark Pine and Peter Burris; Rear: Karen Kugel, Pat McGraw, and Ted Jastrzembski. Not pictured is Alice Green.

People are our real assets...

(Continued from page 1)

There are many components which interconnect to make up an effective HR program.

Beyond recruiting, benefits and compensation activity, the HR group is also responsible for assisting in the training and development of staff through seminars, workshops and performance feedback programs and general coaching and consulting. The objective of much of this activity is to enable IDG managers to increase their effectiveness in the management of their personnel resources. Attaining this objective is viewed by Miller as one of the most essential measures of successful HR work.

A business partnership

The HR function is an important part of the strategic direction of our corporation," said Miller. "We must become a business partner with the management of every business unit within IDG."

"One of our roles is that we attempt to ensure that the corporate values are implemented to their fullest possible extent. In some ways we act as a sounding board, assessing the difference between what we say we want to do as a corporation and what we are actually doing."

Several specific areas are now being worked on to further IDG's overall Human Resources program.

Computerized system

A computerized HR information system is under development to help maintain up-to-date, accurate information regarding our growing employee population. It will also provide the sort of database necessary for mapping out the most effective compensation and benefit strategies.

Emphasis on training

There is also a concentrated effort in the area of training programs. A sales training program is currently underway for IDG Communications business units throughout the U.S. Plans are being made for a worldwide Publisher's Training Institute to take place early in 1988. An Editorial Training Program has gone through its initial development, and some general management training is also planned for the fall.

In addition to this corporate-based activity, a few business units, such as PcW in San Francisco, have major HR efforts of their own already under way.

"The well being and satisfaction of employees at all levels truly affects the profit and loss statement of an organization," said Miller. "The challenge of HR's role is to deal aggressively, but still in a very balanced manner, with the qualitative issues which affect the well-being and satisfaction of IDG's people, and ultimately, our company's financial results" said Miller.

"This is a challenge that all rapidly growing companies must face. But, it is only through dealing with these issues and investing in the human side of our enterprise that the continued success of IDG and its people will be assured. And," Miller added, "we are currently making some very good strides in this direction."

Child care need response

IDG begins new program to help working parents

Recognizing a need for child care and parent support services, **Bob Miller**, director of human resources at IDG, and **Matt Smith**, director of corporate administration for CW Publishing, sent out a questionnaire in early May to the Framingham area employees of IDG companies. The purpose of this questionnaire was to obtain a representative base of information regarding IDG employees' current and anticipated child care needs, and to seek opinions on a variety of related issues.

As a result of the survey, parent support services will begin at IDG in Framingham. In conjunction with Workplace Connections, a parent support consulting firm, a Child Care Task Force has been reconstituted and will be headed by **Carol Polack**

This Task Force will ensure completeness of communication between the general needs of IDG parents, and the services and support being provided by IDG. For more information, contact Carol Polack at 879-0700 x558.

CW's Natick sales team takes lead in U.S. advertising market share

Teamwork spawns success in competitive advertising sales industry

Computerworld's Natick sales team tops the U.S. in advertising market share, and according to **Mike Kelleher**, Regional Manager, and **Alice Longley**, *Computerworld* Sales Assistant, the region's success is due largely to the talent and hard work of the individual sales staff members, along with the group's compatibility as a team. "We have exceptional people here," said Kelleher, " .. . we interact very well. Take, for example, the Boston Celtics; there are a couple of superstars, but they are successful because they work as a team."

The *CW* Northern Region territory includes New England, Eastern Canada, Kentucky, Tennessee, western Pennsylvania, and upstate New York. Through the first half of the year, the Natick team has exceeded their goals for both quota and share of market. Some of their accounts include Cullinet, Lotus, NEC, Honeywell, DEC, Prime, Data General, and McCormack & Dodge.

"The team has done an exceptional job by meeting the competition head-on," commented **Ed Marecki**, *Computerworld*'s vice president of sales. "They embody the benefits of marketing synergy and work effectively to bring in the revenue. Their day-to-day commitment has made Natick Sales the leading region in the country in market share performance."

Computerworld's Natick Sales Team. Seated, left to right: Michelle Daniello, Julie Cooke, and Sue Fletcher. Standing, left to right: Mike Kelleher, Peter Slingluff, Alice Longley, Bill Cadigan and John Watts.

Reasons for success

"It helps our position that *Computerworld* is considered the number one book to reach MIS professionals," stated Kelleher. "But we do have to work hard to maintain that. We have to be professional, provide timely information, and stay close to the needs of our customers."

"I think that a lot of our success is related to our determination to get people to regard us as marketing consultants rather than purely sales people. Our clients know that *CW* sales representatives offer an important industry overview. This industry awareness is a valuable tool; often, our sales people are asked to review entire client media schedules."

"Our clients also know that we can draw on the vast resources of all of IDG. If we don't have the immediate answer to a question, we can get it."

"Attitudes are important as well," adds Longley. "The people here are all self-motivated, professional, achievement-oriented individuals. There is a constant exchange of information and professional opinion. Compatibility and mutual supportiveness are important to the work we do, both individually, and as a unit."

Management support

As the regional manager for Natick Sales, Kelleher is responsible for the regional sales activities relating to *Computerworld*, *CW Focus*, CW Product Spotlights, CW Extra and CW Response Cards, along with maintaining the high share of market the group now holds. These products are representative of over 100 closings per year (that is nearly two each week), and so they are constantly operating under deadline pressure. "The sales process in an ongoing one," explains Kelleher. "There is a great deal of follow-up work to be done, reinforcing the message that *Computerworld* is a valuable resource and, consequently, an important advertising medium. This message is reinforced by maintaining and supplying services which include market and media research, competitive analysis, editorial services and benchmark studies (market/media research).

Kelleher oversees this day-to-day sales representative and client activity. He maintains close daily contact with his sales staff and makes time to travel with them to make sales calls when needed.

Alice Longley, **Michelle Daniello** and **Sue Fletcher** are responsible for keeping the sales people in front of the client -- out of the office, and removed from as much detail as possible. This is achieved by providing the sales staff with as much" ammunition" as possible to battle the competition. This ammunition comes in the form of information found in research, editorial coverage, graphs and presentations. The reps can spend the time they ordinarily would researching this information themselves, in front of the client.

Longley also assists the regional manager in a number of special projects including competitive space analyses, sales tracking and data management, and keeps him aware of the developments relating to the regional operation. "It is a very fast-paced environment," says Longley, "but we have alot of fun, too. In order to be successful, you have to enjoy your work, and like what you do. That's a key factor here."

The front line

The Natick sales team consists of Regional Manager, Mike Kelleher, District Managers **Dave Peterson, Bill Cadigan**, and **Sherry Driscoll**, Account Manager **John Watts**, Sales Assistants Alice Longley, Michelle Daniello, and Sue Fletcher, Account Executive **Peter Slingluff** and Sales Assistant **Julie Cooke**.

Sherry Driscoll and Dave Peterson are two district managers for Computerworld's Natick Sales Office.

International Trade Shows

More sales in an hour than two days in the field

Participating at international trade shows has become one of the most cost-effective ways for business to penetrate and expand foreign markets.

Despite persistent myths that international shows are expensive logistical nightmares and confusing to foreigners, these forums have merged as ideal arenas for closing geographic and cultural gaps and stimulating foreign trade. Their profitability, when compared to the cost of direct selling abroad, is undisputed.

True marketing events

According to the U.S.-based Trade Show Bureau, "The most important advantage of international shows is they are true marketing events -- with very sophisticated, technical audiences that have money to purchase the products and services being exhibited." These shows have been instrumental in helping to shrink the global marketplace by bringing business people of all nations and cultures to a common place with a common purpose.

Increasing popularity

The overwhelming success of international shows like IDG's recent Communications Networks Exposition & Conference, held in Washington, D.C., which drew more than 17,000 visitors to over 1,000 booths, and the Semicon shows, held annually in Tokyo, Osaka and Seoul, Korea, and which collectively attracted 67,000 visitors in 1986, point to the increasing popularity and importance of the comprehensive, internationally-oriented show.

Companies with global visions find international trade shows to be extremely valuable for a broad range of reasons, including introducing and selling products, conducting market research and meeting and getting to know business people of other countries and cultures. Since both exhibitors and attendees are preconditioned to communicate at trade shows, an atmosphere of camaraderie exists that expedites the formation of business liaisons that might take months on a direct basis.

Information exchange

The key to success, however, is the accurate exchange of information.

For exhibitors, this exchange relies on a number of well-executed factors, from timely delivery of exhibit materials to the exhibition site and personnel arrangements to promoting the product in the exhibition booths. For visitors to the Semicon shows, it means recognizing that business practices and methods of communication of exhibitors vary from country to country.

When developing the overseas marketing strategy, American companies can again look to the local and foreign government for assistance in keeping costs down. For example, trade specialists in a broad range of products are available at JETRO and Department of Commerce District Offices throughout the country to counsel companies on marketing opportunities and tactics.

The government also offers an agent/distribution "repfind" service to help companies arrange appointments at overseas trade shows. These types of services help minimize cost of the U.S. companies and foreign businesses that seek alliances with American firms.

Planning for the future

Because the global marketplace continues to shrink and demand for timely industrial information continues to escalate, successful international shows like Communication Networks (CN) have begun expansion plans.

Bill Leitch, president of the IDG Conference Management Group, CN's producer, has announced the introduction of Telecom '88 Communication Networks in Paris in February 1988, and Communication Networks in Tokyo in the fall of 1988. According to Leitch, exhibitors will be "drawn from worldwide markets, but program and product emphasis will be specific to national needs."

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 30 JULY 27, 1987

EDITOR

Computers in Science in Peterborough, New Hampshire is looking for an editor to lead the editorial team and be responsible for the editorial direction and content of the magazine. Responsibilities also include supervising the editorial staff, planning issues, editorial budgeting, finding and working with authors, reviewing submissions, and representing the magazine at conferences and trade shows. Previous editorial management background and science and computer high-tech content knowledge are required. Start-up experience is highly desirable. Candidate must be able to work with a small staff. Contact George Laughead, (603)924-9471.

SALES REPRESENTATIVE

Computers in Science in Peterborough, New Hampshire is looking for a sales representative for the NE/Mid-Atlantic Advertising Sales territory. The desire to build up territory is necessary. Extensive travel is required; Boston-128-495 provides much of the potential business. Salary is base plus commission, with full benefit package. This position reports to the publisher. Some advertising sales or marketing experience in related fields is required. This position allows real growth in both dollars and responsibility. Send resume to *Computers in Science*, Jobs: Attn. sales, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

ASSISTANT REVIEW EDITOR

Amigaworld in Peterborough, New Hampshire is hiring an assistant review editor for the Editorial Department. Responsibilities include soliciting products for review, maintaining a database of companies and products, assigning, editing, and some writing of reviews, compiling buyer's guides, and dealing with companies. Some travel is involved. Candidate must be willing to work with computers on a daily basis. Good organizational and writing skills are required. A degree in journalism or English is a plus, but training will be provided. Curiosity, an eagerness to learn, and a sense of humor couldn't hurt. Contact Guy Wright, (603)924-9471,x416.

SENIOR EDITOR

Computer Currents/Boston is looking for a senior editor for the Editorial Department of its east coast office. This is a monthly magazine aimed at computer professionals and users in New England. Responsibilities in this position include covering industry events, user group meetings, writing application stories, and company profiles. Candidate must be responsible, reliable and able to work effectively without a lot of supervision. Reporting experience and familiarity with computers and the computer industry is required. Working out of the office at 20 Speen Street in Framingham, this position reports to the editor at *Computer Currents* headquarters. Contact *Computer Currents* at 20 Speen Street, Framingham, MA 01701.

SALES REPRESENTATIVE

IDC's Financial Services Group has a position in sales open which requires 50% travel to sell to leasing companies' equity sources (books, credit corporations, venture capital groups), accounting firms, and other financial organizations. Three to five years minimum of quota-carrying sales experience is a must. The ideal candidate will possess strong communication skills, both written and oral, excellent presentation skills and a familiarity with the computer leasing industry.

APPLICATION PROGRAMMER

Digital News in Boston is hiring an applications programmer for the MIS Department. Responsibilities include the maintenance of the existing suites of applications program code, the creation and maintenance of program documentation, support of simple ad-hoc database inquiries and reports, and final coding, testing, and documentation of new applications. A B.S. in computer science or equivalent and a familiarity with VAX/VMS, DCL procedures are required. Good verbal and written communications skills are a must. Familiarity with COGNOS' POWERHOUSE strongly preferred. Please send resume and salary requirement in confidence to MIS Personnel, Digital News Publishing, 33 West Street, Fifth Floor, Boston, MA 02111.

SALES ASSISTANT/TELEMARKETER

CW/Peterborough's Palo Alto, California office for *RUN* and *Amigaworld* is looking for a sales assistant/telemarketer. Reporting to the western sales manager, duties for this position include providing support for the sales manager, maintaining a database, sending out media information, general office work and selling classified and small display ads for two leading computer magazines. Candidate must have a pleasant telephone personality, be able to work independently as well as with a team, and have good secretarial skills and some computer experience. Prior telemarketing experience is a plus. Contact Giorgio Saluti, western sales manager, CWC/P, 3350 W. Bayshore Road, Suite 201, Palo Alto, CA 94303.

CLASSIFIEDS

FOR SALE: Elegantly restored two-bedroom end unit condominium in Brookline. 1170 sq./ft. New European kitchen, appliances, and lighting. Formal living room, dining room, and study. Neutral tones and polished hardwood throughout. $199,000. Owner 877-3272, or 877-0539.

FOR SALE: 1987 Dodge Raider. 4-wheel drive, 4 cyl., tilt steering, reclining bucket seats, plus much more. Moving, must sell. Asking $13,500 or B/O. Contact Kevin Smith at IDG (617) 875-5000 x471.

Mike Anzalone races ahead

Everyone has their own way of finding release from the day-to-day pressures of work. **Mike Anzalone,** IDG's Publishing Group Controller, finds his release behind the wheel of a racecar, speeding at 130 m.p.h. toward the checkered flag.

"I like racing because it is black and white," says Anzalone. You either win or you don't.There are no nuances."

A relative newcomer to the sport, Anzalone entered the Jim Russell Racing School in Quebec last summer. His first class was three full days of instruction in the racing car. He then completed two more classes of two days each before he was qualified to enter his first race.

IDG's Publishing Group Controller, Mike Anzalone, races cars for sport.

That race was a success for Anzalone -- he finished second in his race, and tenth out of sixty competitors.

Anzalone admits there is a lot of fear involved starting out, but highly recommends racecar driving to anyone who is interested in the sport. "You don't need any specific skills to get started," he comments. "The real skill is required when you race competitively. You watch it on T.V. and you think, that's easy, anyone could do that. But it's much more complicated. Your senses are totally bombarded by information, and your brain has to function very quickly. There is a lot involved in operating a race car well enough to maintain high speed. A tenth of a second on each lap can be the difference between winning and losing."

Anzalone will be racing the Formula 2000 Russell Series at Le Circuit Mont-Tremblant in Quebec, Canada on August 1-2, 15-16, and 29-30, and September 19-20 and 26-27.

IDG Photo Contest reminder

IDG's fourth Annual International Photo Contest is open to IDG employees worldwide. Entries must be received by August 1.

For the first time winners will receive cash prizes. The first place winner will receive $250, second place $100, third place $75 and the remaining winners $50. A total of 12 photos will be chosen.

The photos will be used to produce IDG's 1988 Photo Contest Calendar which will be designed and printed by China Computerworld.

Contest organizers have limited entries to two per person. Please send your entry to **Christie Sears** c/o Computerworld, 375 Cochituate Road, Framingham, MA 01701.

Smith is circulation director

Frank Smith has been promoted to circulation director for all publications at CWCI in Peterborough. He will report directly to **Roger Murphy**, vice president and general manager of CW Peterborough, and supervise a staff of 15.

In his new position, Smith will be responsible for the continued growth of circulation for current products including *RUN, inCider, 80 Micro, Computers in Science, Amigaworld, CD-ROM Review, PC Resource, Portable 100* and *Portable Computer Review*. He will also add his circulation expertise to a number of special projects, and be responsible for the budget forecasting for these products.

Smith will handle the planning and development of circulation for new products as well, including *Amigaworld*'s upcoming increased frequency to a monthly publication and *CD-ROM*'s recently increased frequency to a monthly.

(Continued on page 8)

CIM in Spain

(Continued from page 1)

Only recently, since Spain's entry into the European Economic Community, has Spanish industry been placed in a technologically competitive position. The transition into an open international marketplace created the necessity of Spanish industry leaders to be able to react rapidly and upgrade their manufacturing processes to the level of other European countries.

"This publication was created to cover the information need of Spanish industrialists, to help them stay in touch with present and future users of CIM, and to provide them with an objective outlook of the possibilities of CIM in Spain," said **Paco Zabala**, managing director of CW Communications in Spain.

"We intend to help our client contact possible users and awaken an interest in the future of new technologies. With *CIM WORLD*, CW Communications is the first publishing group in Spain to collaborate in the development of this globally important sector, once more emerging as leaders in providing information services on information technologies."

The first issue of *CIM WORLD* appeared in June, supported by a promotional campaign in the national press, and was distributed on newsstands and to a mailing list of over 15,000.

Three more issues will follow in September, October, and November/December. The magazine may go monthly in 1988.

Marcos Molinero, publisher of *Computerworld Espana*, will also serve as publisher of *CIM WORLD*. Editorial content will be provided by the editorial team of *Computerworld Espana*.

IDG
WORLD
UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG.N/CUSACK.

Circulation director

(Continued from page 7)

I am very happy to be in this position," said Smith. I am excited about the successful publications we have, and I'm looking forward to the continued growth of our new products. We will do everything we can to make this a very successful year."

Smith joined CW/Peterborough in 1983 as assistant circulation manager. He was promoted to circulation manager in 1985 prior to this most recent promotion.

Happy Anniversary

ONE YEAR

Bill Pryor - DNP
Rosslyn Frick - CW/P
Lynn Heimbucher - PcW
Erik Holsinger - PcW
Valerie Rouse - PcW
Axel Leblois - IDG Comm
Kathy Overton - CW
Sally Jeanne Price - IFW
Karin Quack - CW/Germany
Jean Marc Harion - IDC France
Maria Mercedes Fuentes - CW/Venezuela
Stanley Beer - CW/Australia

TWO YEAR

Tom Miller - ESU
Amy Fiore - CW
Daniel Sommer - IFW
Luis Carlos Mendes - CW/Brazil

THREE YEAR

Susan Thompson - IDC
Deborah Jepson - IDG
S. Driscoll-Coleman - CW
Gabriele Schlegel - CW/Germany
Monique van Drunen - IDC Benelux

FOUR YEAR

William Boyer - CW/P
Elaine Carlos - CW

FIVE YEAR

Mary Hartwell - CW/P

EIGHT YEAR

Ed Marecki - CW
Iris Killinger - CW/Germany

Relocation of IDC office

IDC Washington
1930 Isaac Newton Square
Suite 201
Reston, VA 22090
703 893-0833

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 31

AUGUST 3, 1987

IDG's vision of the future

1987 Annual Review demonstrates IDG's leadership role, innovative resources and successful client relationships

IDG's 1987 Annual Review will position the corporation as a leader in the information technology industry with a series of projections and predictions authored by a cross section of IDG executives from around the world. The Review also includes a description of IDG's innovative product development activities and profiles of key IDG clients. This year the publication will be available in September to support the key selling season in 1988.

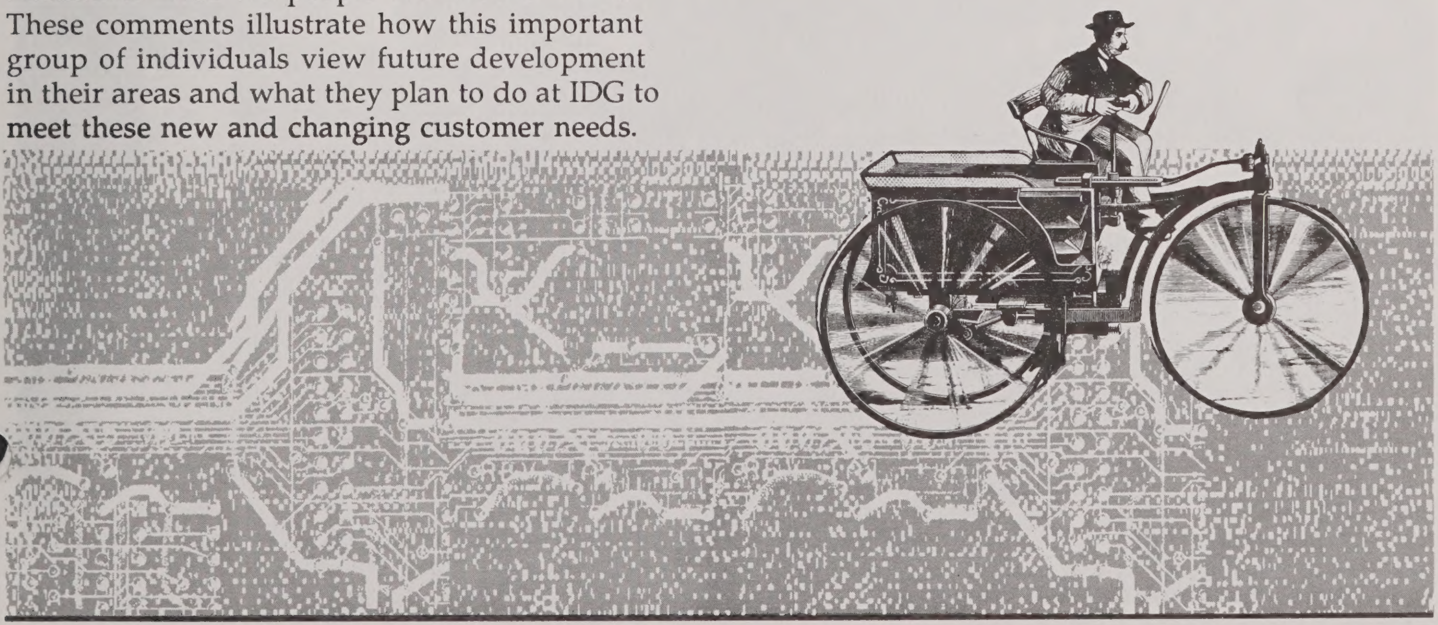
"Our goal with this year's Review is to create a valuable resource that our customers and prospects will continually refer to over time," said IDG Chairman **Patrick McGovern**. "We felt the best way to do this was by offering a selection of comments from our people around the world. These comments illustrate how this important group of individuals view future development in their areas and what they plan to do at IDG to meet these new and changing customer needs.

As the leading supplier of information services on information technology, IDG is in the forefront of that technology. The Leadership section of the publication illustrates IDG's role through a series of forecasts which relate the benefits of technology to the positive development of mankind.

New Technologies

Dick Yamashita of IDG Communications/Japan discusses the pivotal role of semiconductor technology and **Steve Sieck** of LINK describes the coming era of electronic services. The growing impact of communications technology is forecast by **Kim Myhre** of IDC and **Bruce Hoard** of *Network World*.

(Continued on page 4)



IDC Benelux and CW Comm meet in Holland

Share ideas, review business activities and discuss industry trends

The staff of IDC Benelux and CW Communications recently met over dinner to share their ideas and opinions about potential business opportunities and the state of the industry.

The meeting took place at the Blaricum in the heart of Holland. Over 30 people attended the dinner.

"By coming together we hoped to encourage a continuing relationship between the two groups," said **Wout Berends**, managing director of CW/Communications Netherlands. "There are many areas where we can be of mutual assistance to each other."

Among those present *(See photos below):*

IDC

Hubert van Onna, managing director, **Peter Jansen**, marketing manager, **Monique van Drunen**, office manager, **Sandra Wesselman**, marketing assistant, **Pim Bilderbeek**, vendor research, **Stephan Neumann**, database manager, **Bert de Jong**, manager telephone unit, **Rik Verhoeven**, database manager.

CW Communications

Wout Berends, managing director, **Pam Werdler**, assistant to the managing director, **Karin van Baar**, editorial secretary, **Willem Koole**, chief editor *Computerworld*, **Nico Baaijens**, chief editor *PC World*, **Maja Timmer**, managing editor *PC World*, **Cok de Zwart**, senior editor, **Frank Noe**, editor, **Theo van Oosterhout**, manager sales department, **Adjo Poorter**, manager sales recruitment, **Andries van Elk**, senior executive sales recruitment, **Wim Cop**, manager media orders, **Elma Kleinsprokkelhorst**, assistant media orders, **Thijs Baake**, administrator, **Vincent Half**, production manager, **Ed van Vliet**, display advertising.

Staying close to the customer . . .

IDG Comm helps PCs Limited maximize investment in advertising

Axel Leblois, IDG Communications president and CEO; **Kevin Harrold**, CW sales Dallas; **Frank Cutitta**, managing director, IDG International Marketing Services and **Tom Willmott**, IDC vice president of personal computing services recently met with PCs Limited Chairman and Founder **Michael Dell** and his staff . At the meeting the group described how IDG's global publishing network can contribute to the company's future growth.

PCs Limited is a Texas-based manufacturer of personal computers. The three-year old company has had phenomenal success bypassing the traditional distributor network in favor of direct sales to the customer.

PCs Limited's sales are expected to be $160 million by the end of 1987-one of the most outstanding examples of growth within the PC industry. The company manufactures its product in Austin, Texas and has begun to sell tailor made machines to MIS departments to meet their PC needs, Michael Dell's next marketing innovation.

PCs Limited has been a frequent advertiser in *PC World* and *InfoWorld* and has just recently signed an advertising contract with *Computerworld*.

Axel Leblois gave a presentation to the group describing the benefits of IDG and IDG Communications services as well as an update on worldwide computer market and industry trends. Kevin Harrold presented the specifics on the *Computerworld* media campaign. Tom Willmott outlined the capabilities of IDC's PC market research products.

Frank Cutitta briefed the group on IDG Communications advertising resources outside the U.S. PCs Limited has recently expanded by opening a division in the UK.

"PCs Limited chose *Computerworld* as the communications medium to assist in the next stage of their market development," said Axel Leblois. "They are clearly making a strategic move, expanding their focus beyond the end-user to capture the attention of MIS decision-makers at the corporate level. *Computerworld* is clearly the number one choice for this target audience."

Michael Dell, 22 year-old chairman and founder of PCs Limited (third from left) and (left to right) Tom Willmott, vice president IDC's PC Services Group, Axel Leblois, president and CEO IDG Communications, Dell, Kevin Harrold, CW sales Dallas, Dennis Jolly, vice president of sales PCs Limited, and Gary Domel, production manager, PCs Limited tour the manufacturing plant.

Richard Landry is PcW editor

PcW Communications recently appointed **Richard Landry** as the new editor of *PC World* magazine.

Landry said *PC World* will continue to address the real life business needs of its readers.

"The typical personal computer decision-makers are no longer narrowly technical. Today they are most likely to be presidents, CEOs or department and division managers interested in getting a return on their investment in PC technology. *PC World*'s mission is to assist them in making sound purchase decisions and to help them get the best performance from their equipment.

Landry previously served as *PC World*'s managing editor. Before that he was managing editor of *Computer*, an international journal for computer scientists. His promotion follows the promotion of former *PC World* editor, **Harry Miller** to the post of PcW's first corporate editor and director of strategic products.

Challenge to MIS professionals

(Continued from page 1)

Technology's evolution is examined by IDC's **Will Zachmann. David Bunnell** of PcW Communications discusses the ability of technology to bridge international boundaries. The corporate desktop of the future is described by **Richard Ward** of *PC Business World* in the U.K.

Bill Laberis of *Computerworld* in the U.S. challenges MIS professionals to master new technologies for the benefit of their organizations. This crisis in DP/MIS recruitment is described and solutions put forth by **Eckhard Utpadel** of CW Communications in Germany.

Consider the numbers

IDC's data and projections about the future of key sectors of the information industry are provided in a statistical abstract which includes a series of charts and graphs reflecting worldwide market trends in the Perspectives section of the Review. Commentary and analysis is provided by several IDC analysts.

IDG's Executive Vice President/Finance, **Bill Murphy** provides his insight into IDG's global business success and relates our ability to significantly outpace the industry directly to the benefit of our excellent information resources. He traces IDG's historic growth, puts a financial perspective on present results and outlines his view of plans for the future.

Innovative products

IDG's ability to create products which meet the needs of its client base at critical moments

(Continued on page 5)

IDG guides educational computing effort

Fourth insertion in corporate communications ad campaign identifies innovative computer use in secondary schools

The fourth advertisement in IDG's corporate advertising campaign began appearing in *Computerworld* in the U.S., *Computer News, PC World, InfoWorld* and *Federal Computer Week* in June.

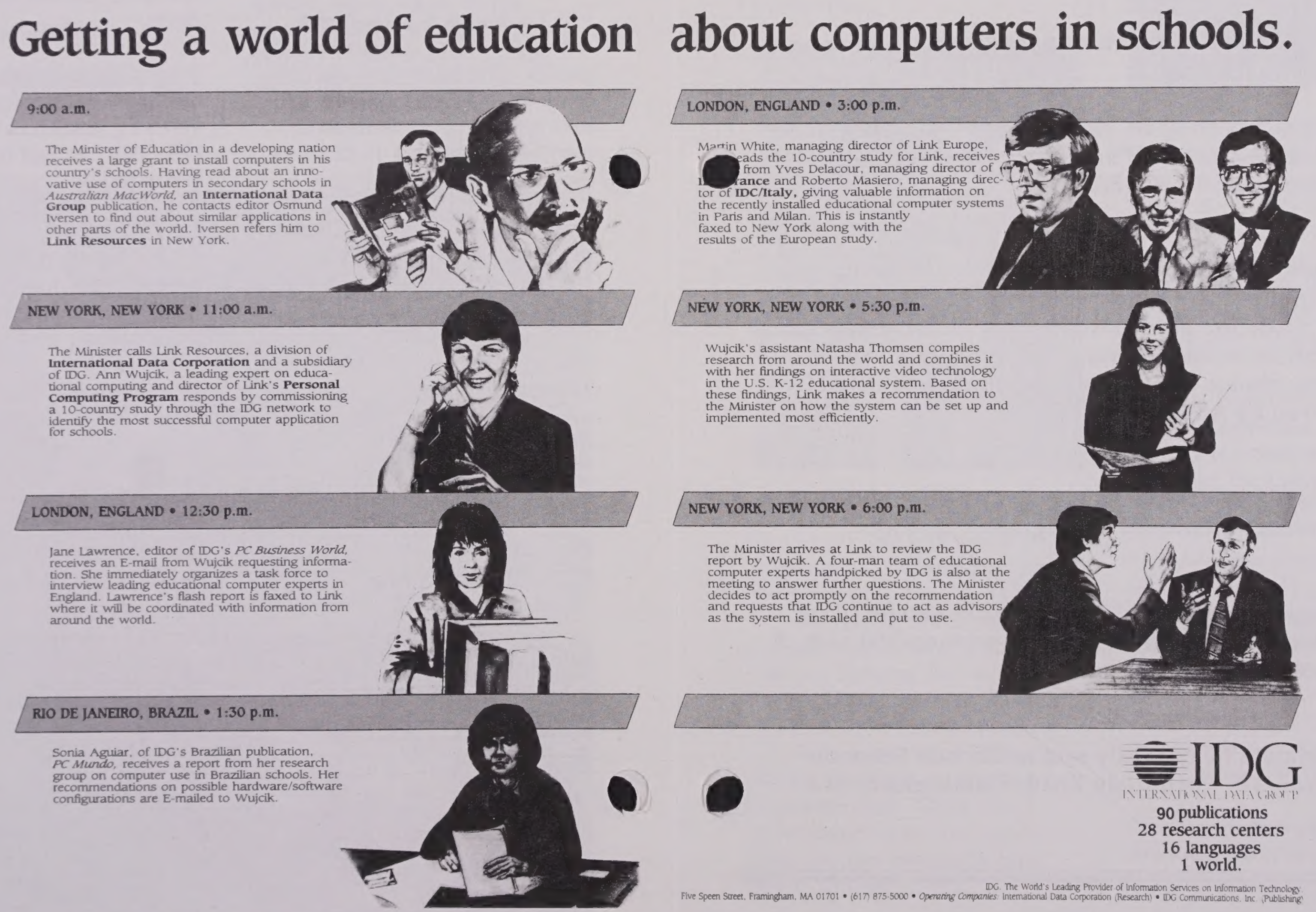
The ad demonstrates IDG's ability to meet the computing needs of users in the education market.

The ad opens with the Minister of Education in a developing nation reading about an innovative use of computers in secondary schools in IDG Communication's *Australian MacWorld.*

He contacts **Osmund Iverson,** editor of the publication, for more information. The Minister is referred to **Ann Wujcik** of IDC subsidiary LINK Resources. Wujcik is a leading expert on educational computing.

She then commissions a 10-country study using the IDG network of publications and research services to identify the most successful computer applications for schools.

"This ad demonstrates IDG's ability to meet the application-specific computing needs of users in education, a critically important and growing market," said IDG's Director of Corporate Communications **Glenda Cudaback**. "We should be regarded as solution providers in all major vertical market segments --education being one of the most important."



Getting a world of education about computers in schools.

9:00 a.m.

The Minister of Education in a developing nation receives a large grant to install computers in his country's schools. Having read about an innovative use of computers in secondary schools in *Australian MacWorld,* an **International Data Group** publication, he contacts editor Osmund Iversen to find out about similar applications in other parts of the world. Iversen refers him to **Link Resources** in New York.

NEW YORK, NEW YORK • 11:00 a.m.

The Minister calls Link Resources, a division of **International Data Corporation** and a subsidiary of IDG. Ann Wujcik, a leading expert on educational computing and director of Link's **Personal Computing Program** responds by commissioning a 10-country study through the IDG network to identify the most successful computer application for schools.

LONDON, ENGLAND • 12:30 p.m.

Jane Lawrence, editor of IDG's *PC Business World,* receives an E-mail from Wujcik requesting information. She immediately organizes a task force to interview leading educational computer experts in England. Lawrence's flash report is faxed to Link where it will be coordinated with information from around the world.

RIO DE JANEIRO, BRAZIL • 1:30 p.m.

Sonia Aguiar, of IDG's Brazilian publication, *PC Mundo,* receives a report from her research group on computer use in Brazilian schools. Her recommendations on possible hardware/software configurations are E-mailed to Wujcik.

LONDON, ENGLAND • 3:00 p.m.

Martin White, managing director of Link Europe, [illegible]eads the 10-country study for Link, receives [illegible] from Yves Delacour, managing director of **I[illegible]rance** and Roberto Masiero, managing director of **IDC/Italy,** giving valuable information on the recently installed educational computer systems in Paris and Milan. This is instantly faxed to New York along with the results of the European study.

NEW YORK, NEW YORK • 5:30 p.m.

Wujcik's assistant Natasha Thomsen compiles research from around the world and combines it with her findings on interactive video technology in the U.S. K-12 educational system. Based on these findings, Link makes a recommendation to the Minister on how the system can be set up and implemented most efficiently.

NEW YORK, NEW YORK • 6:00 p.m.

The Minister arrives at Link to review the IDG report by Wujcik. A four-man team of educational computer experts handpicked by IDG is also at the meeting to answer further questions. The Minister decides to act promptly on the recommendation and requests that IDG continue to act as advisors as the system is installed and put to use.

IDG
INTERNATIONAL DATA GROUP
90 publications
28 research centers
16 languages
1 world.

IDG. The World's Leading Provider of Information Services on Information Technology.
Five Speen Street, Framingham, MA 01701 • (617) 875-5000 • *Operating Companies:* International Data Corporation (Research) • IDG Communications, Inc. (Publishing)

(Continued from page 4)

in the development of the industry is decribed in the Innovation section.

"Because IDG continually tracks the future, we have the ability to forecast the needs of our client base," said McGovern. "In the Innovation section we describe current products and on-going development activities which our client base will find useful."

Paul Earl of IDG's Global Data Resources Group describes information's growing importance in the marketing tool box of the future. **Bill Leitch** of IDG's Conference Management Group discusses face-to-face learning as a three-dimensional exchange of information.

The potential of the Asia/Pacific Region as a major market for information technology by the year 2000 is described by **Alan Power** of CW Communications in Australia. **Jeff DeTray** of *CD-ROM Review* provides his viewpoint on CD-ROM's effect on productivity. The burgeoning area of vertical marketing of information technology is described by **Steve Woit** of IDG Communications.

Successful partnerships

The closing section of the Annual Review profiles four client companies who have been successful as a result of their partnership with IDG. Two IDG Communications clients: Computer Associates and PCs Limited (see related article) and two IDC clients: Olivetti and the U.S. Air Force are included.

A complete product and office listing concludes the 1987 IDG Annual Review.

IDG Photo Contest deadline extended

Computerworld has announced that it will extend the deadline for entries to the fourth annual IDG Photography Contest from August 1 to August 14.

The deadline was extended because, contest organizers said, summer holiday schedules made it difficult for all the entrants to make submissions.

"All of the photos we've received are great," said **Christie Sears**, one of the contest coordinators, "and we want more." Entries have been received from as far as China.

Judges will be designers **Mitch Hayes** and **Marjorie McGowan** of *Computerworld*, and **Diane Gronberg** of *Network World*. They will be looking for creative content and quality of photography. Judging will take place the week of August 17th and winners will be notified by the end of August.

The first place winner will receive $250, second place $100, third place $75 and the remaining winners $50. A total of 12 photos will be chosen.

The photos will be used to produce IDG's 1988 Photo Contest Calendar which will be designed and printed by China Computerworld.

Entries are limited to two per person and should be sent to Christie Sears c/o *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

Contest Rules

1. The contest is open to all IDG employees worldwide. Entries are encouraged from all employees. Entries from relatives and friends will not be accepted.

2. Color and black and white photos are eligible. Slides and prints are acceptable and, in the case of color, slides are preferred.

3. There is a limit of two entries per person.

4. The contest has an open theme. Enter your best photos regardless of subject matter. Photos may have been taken at any time, any place. BE CREATIVE.

5. Each photo should have your name, department, publication, country, and phone extension accompanying it. Also include a title for your photo. Every effort will be made to return all photo to their owners, but organizers cannot be responsible for photos which are lost or damaged. Entries must be received by August 14.

6. Winner will be chosen by a panel of qualified judges for creativity, content and overall photographic quality.

7. The first place winner will receive $250, second place $100, third place $75, and the remaining winners $50 each. A total of 12 photos will be chosen.

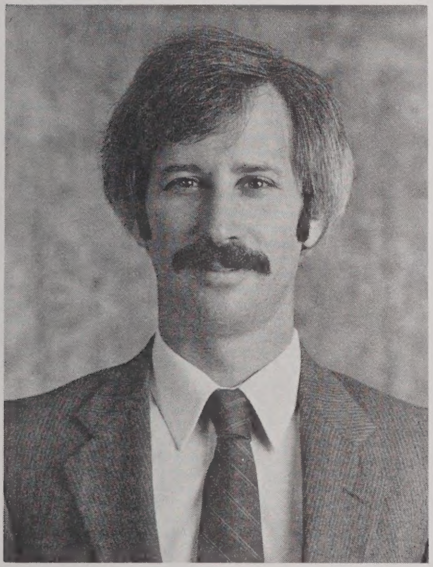
8. Entries should be carefully sent to Christie Sears c/o *Computerworld*, 375 Cochituate Road, Framingham, MA 01701

Computer Currents announces staff appointments in Boston

Computer Currents Publishing, Inc. recently announced several additions to their Boston edition's staff.

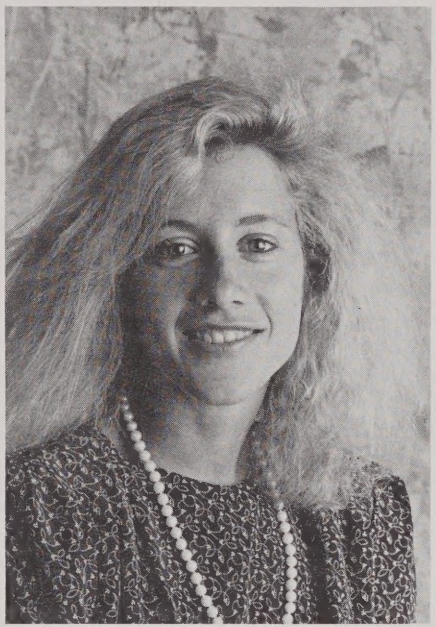
Alice Freid
Mark Schultz

Mark Schultz and **Alice Freid** have been named account executives for the publication. Their new responsibilities will entail servicing the new and exisiting advertising clients in the greater Boston area for the publication.



Mark Schultz

Previously, Schultz was a credit manager at Additional Technical Support, Inc., in Waltham, Massachusetts, and a technical support specialist at Multi Tasking Sytems, Inc. in Wellesley, Massachusetts. A native of New York, Schultz holds a B.S. in management from Bentley College in Waltham, Massachusetts. Mark was previously credit manager at IDG. He now resides in Holliston, Massachusetts.



Alice Freid

Freid was previously director of retail sales at *Sportscape Magazine* in Brookline, Massachusetts and a writer for *The Restaurant Review Magazine* in Lake Success, New York. She is a native of New York and currently lives in Belmont, Massachusetts.

Janice Kamphaus

Janice Kamphaus was recently named regional advertising manager for *Computer Currents'* Boston edition.

Her new responsibilities will involve managing the publication's advertising sales in the greater Boston area, developing and implementing new marketing strategies, supervising the advertising sales efforts and maintaining and generating new business in the region.

Previously Kamphaus was a sales assistant/account execu-

(Continued on page 8)

Floral accolades

The Chairman's Office at IDG sends flowers to receptionists whom they find to be exceptionally helpful on an on-going basis.

Recently, four receptionists from IDG subsidiaries received floral accolades for their excellent service and responsive manner.

Brenda Shipman

Brenda Shipman at the Dallas Sales Office was recently surprised with a bouquet of flowers from Chairman **Patrick McGovern**. "I considered that most definitely an honor and a surprise," she commented. "I wasn't aware that the company does anything like that. To say the least, I was flattered!" Shipman joined the company in February.

Bobbie Torres of *Computer Currents* in Emeryville, California was also surprised with flowers from Pat McGovern.

Linda Simon of *InfoWorld* in Menlo Park, California, and **Kathleen Girard** of PcW Communications in San Francisco were also complimented for prompt friendly service.

Computer Currents

(Continued from page 7)

tives at *Boston Computer News*. Prior to that she was with IDC for four years as research associate/supervisor of research associates.

Kamphaus concentrated in business at New York University. She is a native of, and currently resides in, Framingham, Massachusetts.

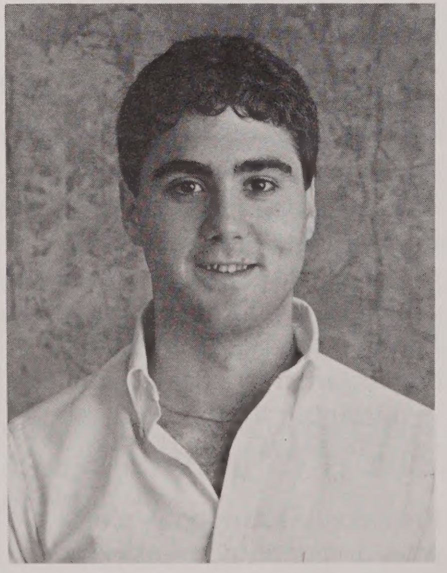
John Boiardi

John Boiardi has been named sales assistant for the publication. Boiardi's new responsibilities include client prospecting, assisting with sales calls, updating the client data base, working at trade shows, maintaining sales records and public contact duties.

Janice Kamphaus

Prior to joining *Computer Currents*, Boiardi was with CW Communications/Inc. for six years as warehouse manager and mailroom assistant while finishing high school and attending college.

Boiardi was awarded a Bachelor of Arts in Psychology from Boston College, Chestnut Hill , Massachusetts. He is a native of Massachusetts and a current resident of Hopkinton.



John Boiardi

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
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Larry Bishop
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Happy Anniversary

ONE YEAR

Danna Carey - NWW
Darien Werfhost - IMS
Rochelle Conklin - IFW
Mary Campo - CW
Christopher Cuoco - CW
Susan Gauvin - CW
Susan Hadley - CW
Jennifer Johnston - CW
Vicki Blake - DNP
Carole Sacino - DNP
Rosemary Kraemer - PcW
Michael Sumner - PcW
Jeffrey Frentzen - CW/P
Deborah Brown - IDC
Vicki Townsend - IDC Australia

TWO YEAR

Jan Bell - CW
Hans Weber - CW/Germany
Veronique Gailliard - CW/LMI/France
Colette Collas - IDC France
Ritva Kokkonen - IDC Finland

THREE YEAR

Claudia Hepp - CW/Germany
Donna Wong - IDC China
Benny Ecklund - CW/Sweden
Steve Bocksette - CW/Australia
Alan Southam - PCBW/England
Miranda Henderson - DECT/England
Hubert van Onna - IDC Netherlands

FOUR YEAR

Robert Hoskins - IFW
Patricia Collins - CW
Susan Goltwalt - CW/Germany

NINE YEAR

Heinz Zimmermann - CW/Germany
Jocilia Menezes da Silva - CW/Brazil

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 32

AUGUST 10, 1987

Macintosh Today targets corporate buyer in large and medium size organizations

First issue attracts over 50 top industry advertisers

MacintoshToday

On August 11 PcW Communications launched *Macintosh Today* to meet the information needs of MIS, DP and micro decision makers in large- and medium-size organizations. The bi-weekly tabloid will reach 50,000 controlled circulation subscribers. Plans call for the publication to go weekly in 1988.

"Our goal is to set new standards in tabloid publishing with *Macintosh Today,*" said **David Bunnell**, PcW Chairman. "With the growing acceptance of the Mac in large corporations and many new products on the horizon, the stage is set for a newsweekly to answer the need for quick and timely information."

"*Macintosh Today* is another example of PcW's strong strategic vision," said Group Publisher **Jim Martin**. "We have the right product, at the right time, reaching the right audience."

Over 50 top computer industry firms ran ads in the first issue including Microsoft, Apple, Borland, Jasmine Technology and National Semiconductor.

Exposure to key decision makers

"The future of the Macintosh marketplace lies in the ability of vendors to penetrate both large and medium size businesses," said Publisher **Eric Rucker**. "Our controlled circulation subscriber base guarantees advertisers exposure to key technology decision makers at these organizations.

Macintosh Today is a news and feature publication designed to provide comprehensive coverage of new products, technological trends, and applications solutions in the Macintosh marketplace. The tabloid is divided into several sections including news, product announcements and updates, communications, connectivity, desktop publishing, office automation, support and training, graphics and industry trends. There will also be rotating sections on education, government, CAD/CAM, and international concerns.

(Continued on page 4)

FCW sponsors seminar on Federal government market

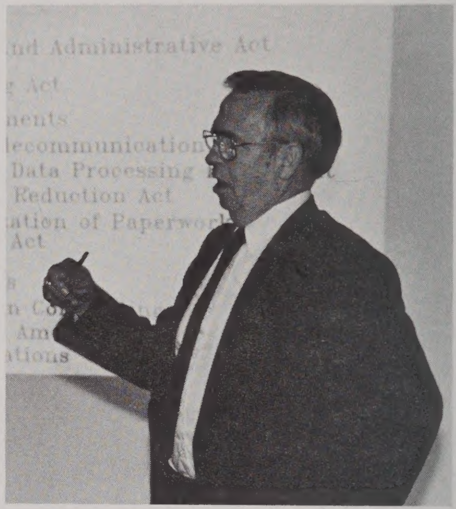
Result: Two major ad sales closed, improved understanding of potential

On July 29 *Federal Computer Week* sponsored the first in a series of seminars designed to educate potential advertisers about the unique aspects of marketing information products to the Federal government. Over 40 Boston-area high-tech marketing and advertising professionals attended the seminar titled, "Why and How to Market to the Federal Government."

Response to the seminar was enthusiastic. The day after the seminar, prospective clients Cullinet and NEC notified *Federal Computer Week* of their plans to advertise in the publication.

"It's no secret that there is tremendous opportunity in Federal government marketplace for technology vendors," said **Dave Topus**, ad director of *Federal Computer Week*. "What is unique, however, is that due to the rules and regulations governing government acquisition, vendors often have a tough time understanding the bureaucracy. Seminars like these offer the opportunity to educate potential and current clients and provide strategies which extend their reach beyond advertising in *FCW*."

Three top experts in the Federal information systems marketplace presented their views about the strategies and tactics vendors must use when dealing with the decision makers in the government.



Bob Ross, director of the Agency Liaison Program, addresses conference attendees.

Federal Computer Week seminar participants review government marketplace.

J. Jones, director of federal programs, IDC, discussed the size and scope of the federal technology market. His insight is based on 10 years of federal research experience working at IDC.

Lynn Bateman, president, Government Counseling, Ltd., is a leading consultant for vendors and government agencies interested in acquiring technology. Lynn shared her unique perspective about the procurement process.

Bob Ross, director, Agency Liaison Program, General Services Administration spent 13 years with the GSA during which time he oversaw the pur-

(Continued on page 8)

RUN to publish Christmas Holiday Shopping Guide

Strong fourth quarter results predicted in Commodore market

RUN magazine will publish its fourth *Annual Holiday Shopping Guide* to capitalize on the increase in Commodore sales during the Christmas gift giving season. The issue will be available on newsstands by November 3rd.

"The holiday season, and the month of December in particular, is the healthiest period for Commodore sales," said Publisher **Steve Twombly**. "October through December accounts for 38-40% of all of their net sales. We will be ready once again this year to leverage this activity to sell advertising space."

The *Guide* will contain gift-giving ideas for Commodore computerists, magic tricks from 1987 *RUN* issues, answers to commonly asked questions about Commodore computing, a complete list of authorized Commodore dealers and service representatives and a free pull-out wall calendar, plus a collection of useful utility and applications programs that readers can type in and add to their software libraries.

The target audience for the issue is users with all levels of expertise.

Unique opportunity

"Our *Holiday Shopping Guide* is a unique advertising opportunity for Commodore marketers. Past special issues have been sell outs and we expect the same thing will happen this year," said Twombly.

The print run will be over 200,000, with an estimated net paid circulation of 150,000. The issue will be distributed on newsstands, in computer and bookstores and through paid orders.

"We try to design an issue that will have a long shelf life by providing interesting and in-depth articles along with Commodore purchasing information," said Twombly. "We have had great success positioning the *Holiday Shopping Guide* as a reference guide. Advertisers are drawn by the potential longevity of their insertions."

Aggressive campaign

Commodore has committed to an aggressive advertising campaign during the Christmas season which will stimulate consumer brand awareness and demand for Commodore-related products.

RUN has also increased their promotional activities by conducting a large mail subscription campaign. The return will deliver new readers at the best time for advertisers during October, November and December. These new readers are the most active buying audience -- many are new C-64 and C-128 owners looking for software and peripherals to help gain the most productivity from their computers.

"Our *Holiday Shopping Guide* is a favorite with our readers and we anticipate similar response from our advertisers," said Twombly.

Embargoed first issue...

(Continued from page 1)

Quick read

"We organized the format of *Macintosh Today* to allow a quick read of the publication by busy executives," said Editor **Maggie Canon**. "We have also included special sections which provide in-depth information that the reader may refer to as a resource."

There has been tremendous industry support of the publication. According to Canon there was an information embargo on the first issue preventing release of the publication before the launch date.

Other members of the editorial staff include: **Debra Branscum**, managing editor; **Dan Farber**, senior editor; **Cliff Barney**, news editor; **Rory O'Connor**, assistant news editor; and **Denise Caruso**, opinions editor.

13,000 responses

Macintosh Today has developed and qualified their subscriber base by running ads and qualification cards in *Macworld*, *Digital News*, *Computerworld*, and *Federal Computer Week*. They have already received and qualified over 13,000 responses since the first ads appeared in June.

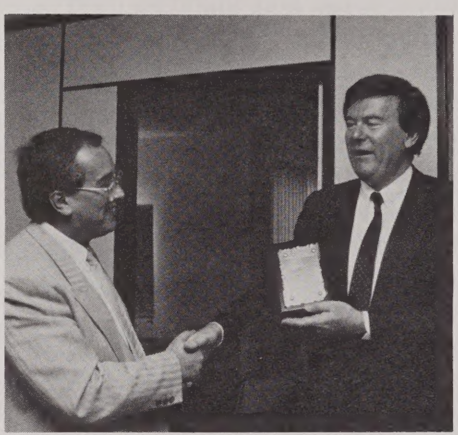
To qualify the subscribers must be a MIS, DP or micro manager, who is computer literate and who intends to purchase a minimum of five Macintoshes over the next 12 months.

(Continued on page 8)

McGovern visits CW Spain

Receives commemorative plaque from employees

IDG Chairman **Patrick McGovern** and his wife **Lore Harp** recently visited the Madrid office of CW Communications Spain.



Paco Zabala, managing director, CW Spain, presents Pat McGovern with a commemorative plaque.

Their visit began with a dinner with top managers from the company. The group enjoyed a lively Spanish flamenco show which concluded the evening.

Pat gave his Corporate Slide Presentation to employees, explaining the worldwide growth of IDG and reviewing the corporate mission and values.

"I am continually impressed with the high-caliber of our people and products and the strong financial results of CW Spain," said McGovern. "I thoroughly enjoy meeting our people around the world on trips such as this."

Paco Zabala, managing director of CW Spain, who presented a commemorative plaque to Pat on behalf of the employees, said "We wanted Pat to return to Framingham with a token of our esteem and admiration for his leadership ability."

McGovern also visited IDC's representative in Spain, EICE.

Pat McGovern and Lore Harp pose with employees of CW Spain.

IDG WORLD UPDATE

The Local Loop

ISSUE 17 NUMBER 32 AUGUST 10, 1987

EXECUTIVE ASSISTANT

CW/Peterborough is currently looking for an executive assistant. Some of the duties include: customer service, maintaining lists on a database, vendor research, accounting, secretarial duties and special projects. If you are energetic, have a pleasant telephone personality, can work independently as well as a with a team, and like to be rewarded for hard work, then send your resume to CW/Peterborough, Dept. Executive, 80 Elm Street, Peterborough, NH 03458.

SWITCHBOARD OPERATOR

IDG's Personnel Department in Framingham is looking for a part-time switchboard operator to assist in answering its busy switchboard. Candidate should possess good telephone manners, light typing skills, and enjoy working in a busy environment. The hours are from 1:00 p.m. to 6:00 p.m. Monday through Friday. Contact Debbie Thistle, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000.

SYSTEMS ANALYST

IDG Communications in Framingham will be hiring a systems analyst to be responsible for the day-to-day maintenance of the Micro VAX II and other computer equipment within the 12-person headquarters department. Special programming projects will be issued in the area of financial reporting and information systems. Candidates should have three to four years of experience with VAX hardware and software and two years of programming experience in a high level language. Good communication skills and a general understanding of business practices are required as well. Flexibility is a must! Contact Mark Sullivan or Marion Kibbee, 5 Speen Street, Framingham, MA 01701.

MANAGER, ADVERTISING OPERATIONS

CW Publishing is looking for a manager of advertising operations for the *Computerworld* Advertising Department. This seasoned individual will oversee management of its corporate advertising service departments, and report directly to the director of administration. Qualified applicants must have management experience with advertising and billing operations in a trade publication. Start-up experience is a plus. Contact Matthew Smith, CW Publishing, 375 Cochituate Road, Framingham, MA 01701.

ASSISTANT OR ASSOCIATE EDITOR, FEATURES

Computerworld has an opening in the Editorial Department for an assistant or associate editor in the Features Group (the candidates's experience will determine the title for this position). Responsibilities include working as a team with the senior editor in charge of Spotlight to produce the weekly four-color center pullout section, which ranges from 12 to 32 pages. Duties include layout of the section, content editing, writing sidebars as needed and author contact, as well as some participation in headline writing and art development.

To qualify, candidates should have at least two years of professional journalism experience, one of them covering the computer industry, and must demonstrate the ability to edit manuscripts in a variety of subject areas. The ability to handle detailed work while meeting weekly deadlines is also necessary. This position requires someone who can work well with the art, copy desk and production departments. A college degree, preferably in English or journalism, is required. Contact George Harrar, Features Editor, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

TELECOMMUNICATIONS SERVICES CONSULTANT

LINK Resources is looking for a senior industry expert. Extensive knowledge of the telecommunications services industry with an emphasis on market research, product development and strategic planning, strong writing, presentation, communication and proposal writing skills, and five years of experience in telecommunications are required. Send resume and salary history to Personnel Director, LINK, 79 Fifth Avenue, New York, NY 10003.

CLASSIFIEDS

APARTMENT TO SHARE: Frederik Sundwall will be interning with IDG's Corporate Communications Department through February of 1988. He is looking for an apartment to share. Boston location is preferable. Please contact Frederik at (617) 875-5000 x687.

FOR SALE: Elegantly restored two-bedroom end unit condominium in Brookline with parking. 1170 sq./ft. New European kitchen, appliances, and lighting. Formal living room, dining room, study, and guest bedroom. Neutral tones and polished hardwood throughout. $194,000. Contact owner at 877-3272, or 877-0539.

Network World ad campaign generates sales leads

Draws more than 1,000 inquires for network information

Network World's advertising campaign, designed to position the publication as the voice of the communications and networking community, has generated over one thousand inquiries.

The advertising campaign began in June and ran in both *Network World* and *Business Marketing*.

According to Publisher **Doug DeCarlo** the ad accomplished what it was designed to do: to create an awareness of the importance of networking among the higher levels of professionals in companies, and to generate interest, inquiries and leads for *Network World*.

Information offered

The ad, titled The network is the future... the future is in Network World, offered readers two free information booklets. The first, "*Networking... Fulfilling the Promise of the Information Age*" describes networking in the context of the entire communications industry.

In addition to the 1,000 telephone and coupon requests, *Network World*'s sales staff is using the booklet with their key clients. The booklet will be converted into a slide presentation to be shown to potential advertising agencies to describe the nature of the industry.

Plans are also underway to produce the booklet for a vendor company who would like to distribute it to their own markets.

DeCarlo was pleased with not only the huge number of requests for the booklet, but also with the level of professionals who were requesting them. "We hit our target market," he says. "It it mostly the top marketing people, and even presidents of companies, who have called or written."

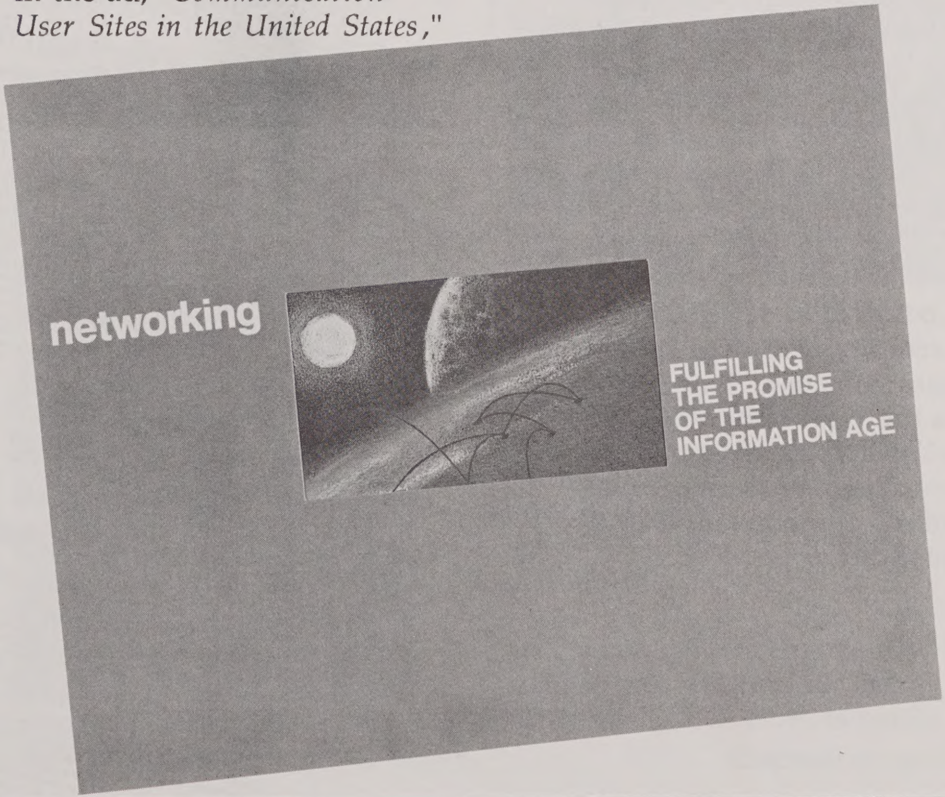
The booklet was also distributed to over 1500 top marketing managers in close to 400 computer and communications vendor companies. DeCarlo anticipates the final distribution to reach 7,000.

The second publication offered in the ad, "*Communication User Sites in the United States*," is a brochure which defines for the first time the total business communications marketplace in the U.S.

Objectives achieved

"We have learned that it is very important to promote the publication's vision and mission in the marketplace. The benefits to the publication are enormous in terms of perception as a publication leading the market," said DeCarlo.

"The marketplace is looking for leaders who are willing to promote that vision so that they can jump on the bandwagon as well. They need someone who can provide direction, light, a vision that they can follow. I think that this campaign was successful because we capitalized on that need."



Computerworld to feature survey results in September issue

Major salary and job satisfaction survey for DP professionals

This September *Computerworld* will publish the results of two recent salary and job satisfaction surveys among data processing professionals in the U.S.

Results of the salary questionnaire will be featured in the September 7 issue of *Computerworld*. These results are based on the information provided by more than 1400 respondents. The job satisfaction results will appear in the September 14 issue.

Answers reader interest

Jan Fiderio, senior editor for *Computerworld*, explained, "There was a very strong interest among our readers to have a reputable salary survey published than can help them determine how valuable their skills are in different regions or in other industries. For example, MIS professionals can see how much their jobs would pay in New York, San Francisco, Dallas or Chicago."

Comprehensive survey

According to **George Harrar**, features editor, "This may well be the most comprehensive salary and job satisfaction survey of data processing professionals ever conducted by any publication."

Diverse representation

The study was organized in conjunction with the Data Processing Management Association (DPMA), and requested salaries for 25 job titles in 10 different metropolitan areas, spanning seven different industries including banking, government, manufacturing, education, insurance, utilities and retail. The job titles surveyed include all levels of MIS professionals, from vice presidents of MIS to all levels of managers, programmers and analysts.

Future survey plans

Bill Laberis, editor-in-chief of *Computerworld*, said the success of the survey has encouraged him to include it on the paper's editorial calendar as an annual event.

"Our readers are very hungary for this kind of statistically valid salary information," Laberis said. "It simply has not been available until now."

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY
July 27, 1987 · Vol. XXI · No. 30 · $2/Copy · $44/Year

COMPUTERWORLD

INSIDE

Spotlight — PCs upset the established order in graphics workstations. Pullout section.

In Depth — Keeping your best players on the team. **Page 51.**

Compaq expected to beat IBM's PS/2 Model 80 to market with a 20-MHz 80386-based personal computer. Page 6.

Independent tests of IBM 9370s indicate the machines boast power to spare and are easy to use. Page 4.

Britton Lee powers database machine line up to 10 MIPS with 32-bit version. Page 8.

CMI's bid to remain independent is blocked by court ruling approving acquisition by new leasing giant Continental Information Systems. Page 94.

Is DEC's success going to its head? Some observers say IBM is now the easiest to deal with. Page 43.

While DG whimpers, Microsoft, Amdahl and even Wang ride a profit boom. Pages 67 and 93.

Business users issue demands for phone system Open Network Architec-

Page 37.

Key OS/2 veil lifted

Presentation Manager to ship in first half of '88

BY ED SCANNELL
CW STAFF

A Microsoft Corp. official last week said the Presentation Manager, the graphics interface for the firm's MS OS/2 operating system, will be available by the end of next year's second quarter. The statement marks Microsoft's first public indication of an availability date for the key operating system component.

A source close to IBM last week confirmed that IBM also plans to ship its own version of the Presentation Manager during the first half of 1988.

The disclosures are expected to help users and software developers better formulate their plans for using OS/2, which is scheduled to ship in the first quarter of next year. There has been some confusion in both camps about when the Presentation Manager will ship. Moreover, some developers last week said they are skeptical over whether Microsoft can meet its shipment dates, and users said deliveries are too far off to have much impact on their current purchasing plans.

In an interview with *Computerworld*, Paul Sribhibhadh, marketing manager of Microsoft's Xenix group, said, "A delay in the availability of the Presentation Manager would stretch out development under OS/2. It would be to our disadvantage not to deliver by the end of the second quarter, because it opens the door for some other product to step in and fill the void."

The source close to IBM said Sribhibhadh's remarks "are on target with IBM's internal scheduling."

Interface date shrouded

Sribhibhadh also said Microsoft will develop a Presentation Manager-style interface for its version of Unix, being jointly developed with AT&T. While Sribhibhadh said the Microsoft-AT&T product would be available in the middle of 1988, he declined to say when the graphics interface for the program will be

Continued on page 16

IBM musters forces on application front

BY ROSEMARY HAMILTON
CW STAFF

RYE BROOK, N.Y. — IBM last week reorganized its application software resources in a move observers called a stepped-up effort to keep major software vendors in the IBM fold and to ward off encroachment by Digital Equipment Corp.

The new organization, called the Application Systems Division, is IBM's first serious step in a long-range plan to become a major provider of applications software, an area in which it has done poorly in the past, observers and third-party vendors said.

The move was also seen as a peace offering to third-party developers, who have been lured into the DEC camp by weakness in the mainframe market and by fears of IBM competition. IBM officials took pains last week to point out that the new division would not compete with major third-party developers in cross-industry markets.

"One of the fears of indepen

Continued on page

Attractive solutions

Projected worldwide growth for applications software is the focus of IBM's new software division

INFORMATION PROVIDED BY INTERNAT
CW CHART

Users: DB2 chokes on volume test

BY CHARLES BABCOCK
CW STAFF

SAN FRANCISCO — Results from a recent benchmark by Charles Schwab & Co. indicate that the IBM DB2's performance as a transaction processor is highly application-dependent and that in most cases, DB2 cannot deliver the 62 transactions/sec. measured at a Danish bank and often cited by IBM.

In addition, the Schwab benchmark raises the question of how much IBM will be able to improve the performance of DB2

DG in tailspin; sales dip, losses threaten recovery

Mini maker lays off 950 as competitors soar

BY CLINTON WILDER
CW STAFF

WESTBORO, Mass. — Data

nue declined 3.6% to $313.6 million. The company indicated it will downgrade efforts to sell into large corporate accounts.

Since reaching a peak of 17,970 employees in early 1985, DG's work force has now seen

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VAX Business User Forum sets conference agenda

Four experts to give day-long in-depth tutorials on future technologies

IDG's Conference Management Group has set the agenda for its first specialized conference for Digital Equipment Corp.'s VAX computer users. The conference, titled "The VAX Business User Forum," will be co-sponsored by *Digital News* and will be held in New York City at the Roosevelt Hotel from October 26-28, 1987.

The conference will be composed of one day of in-depth tutorials followed by two days of conference sessions featuring consultant, user and vendor speakers.

"These tutorials are important because they offer a full day of instruction by leading authorities," explained **Nancy Thayer**, manager of public relations for the Conference Management Group. "Because they do last for a full day, there is plenty of time for personalized question and answer sessions about the specifics covered, before the general speaking sessions commence the next day."

1. "Introduction to VAX based Database Systems"
Carl Malamud, principal, Computer and Communications Consulting.

This full-day course will examine database management on Digital VAX systems and other mainframes and will provide an overview on VAX architectures and DBMS software, Digital's data dictionary and query languages and distributed databases with DEC products.

2. "Designing Networks with Digital and Other Vendor Architectures"
Jim Herman, director, Telecommunications Consulting Group, BBN Communications.

This seminar is an introduction to the methodology, options and key issues encountered in designing modern, wide-area, distributed data networks. Course sections on how to assess requirements, make architectural choices and design specific configurations will provide a practical understanding of current approaches.

Kenneth Thurber, president of Architecture Technology Corporation.

3. "Managing Multi Vendor and Local Networks"
Kenneth Thurber, president, Architecture Technology Corp.

This session will address management of mixed vendor and local networks issues and define and categorize gateway products. It will provide insight into the direction of future technologies. The session will emphasize function characteristics and capabilities of various system designs and gateway technologies.

Amy Wohl, president of Wohl Associates.

4. "Digital in the Office: Comparing All-In-1 and Other Office Automation Architectures"
Amy Wohl, president, Wohl Associates.

DEC's All-In-1 has become a mainstream solution for many office users. This event is partly

(Continued on page 8)

Large corporate interest in Macs

(Continued from page 4)

"What is really exciting is not only the number of responses but the companies these executives represent," said Martin. "Many are Fortune 100 corporations including Proctor & Gamble, AT&T, Rockwell International, American Airlines, Polaroid and NASA. There is obvious interest in Macintosh products in most major companies."

The sales staff includes **Linda Holbrook**, eastern sales manager, **Kathy Krochta**, southeastern sales manager, **Cindy Ramsey**, southwestern sales manager, **Susan Young**, northwestern sales manager and **Beverly Schneider** and **Janet Wright**, telemarketing representatives.

IDG
WORLD
UPDATE

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Mainstream solution ...

(Continued from page 7)

caused by the rich function offered by the product and partly to the underlying capability of DEC's communication environment. This session will look at All-In-1 as it is used today -- and speculate on All-In-1 as it might evolve. It will also compare All-In-1 to competitive products and to All-In-1's position in a constantly changing marketplace.

For more information about the VAX Business User Forum, contact IDG Conference Management Group, P.O. Box 9171, 375 Cochituate Road, Framingham, MA 01701-9171, (800) 343-6474 or in Massachusetts (617) 879-0700.

Educate clients

(Continued from page 2)

chase of millions of dollars of technology. He discussed how the GSA and other federal agencies approach the acquisition process.

"Our seminar program is another part of the overall advertising/merchandising product we offer our clients," said **Fritz Landmann**, *FCW* publisher. "This is where it all begins. Once we educate prospective clients about the potential of the market they can then follow-up with an ad campaign which supports their strategy."

According to Landmann, current clients also benefit from the information presented because it keeps them up-to-date on the trends and policies which continually transform the procurement process.

Happy Anniversary

ONE YEAR
William Burke - CW
Catherine Gagnon - CW
Leigh Swearingen - CW
Gabriele Meyer - CW/Germany
Stephane LaCroix - CW/France
Bengt Toresson - CW/Sweden
Richard Adhikari - CW/Asia

TWO YEAR
Claude Babaut -
CW/LMI/France

THREE YEAR
Steven York - PcW
Gisela Heiss - CW/Germany

FOUR YEAR
Rebecca Batcha - CW
Robert Ryan - CW/P
Mary Fanning - CW

FIVE YEAR
Diane Searles - CW/P
Saiman Hui - IDC China
Pat Blackman - CW/Australia

SIX YEAR
Raymond Corbin - DNP

EIGHT YEAR
Anne Hadley - DNP
Renate Kretz - CW/Germany

NINE YEAR
Karen Elliott - IDG Comm
Zvonimir Lepusa -
CW/Germany

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 34 AUGUST 26, 1987

PC World U.S.S.R.

Debuts in Spring '88

On August 21, the Soviet Union signed an historic publishing agreement with International Data Group, {IDG}, of Framingham, Massachusetts, to establish the first U.S./U.S.S.R publication project. The parties are IDG Communications, the world's leading publisher of computer-related newspapers and magazines, and The U.S.S.R. State Committee for Publishing and Printing. The publication, titled PC World U.S.S.R., is scheduled to debut early in 1988.

Operating partners in the joint venture project will be The State Committee for Printing and Publishing, Radio i Svyaz, the publisher of six leading technical magazines in the Soviet Union, including *Information on Communications,* and IDG Communications. The Board of Directors of the new publication includes representatives from the State Committee for Computer Systems, the group which approves the import of computer systems into the Soviet Union.

Decentralized economy

"We concluded our agreement for this joint venture in a very favorable climate," said IDG Chairman of the Board **Patrick J. McGovern**. "I was very impressed with the Soviet's sincere commitment to reach agreements with Western businesses, and to promote a more decentralized economic management structure. It is clear that we will be pioneering the implementation of the Supreme Soviet Decree of January 1987 on joint ventures."

PC World U.S.S.R. will be a Russian-language bimonthly magazine covering developments in the application and use of personal computers in the Soviet Union and worldwide. It will include product reviews, coverage of technology trends, new applications and industry news. It will average 200 pages per issue, with an editorial-advertising ratio of 60% editorial to 40% advertising. Initial circulation will be 50,000.

One million micros

IDG Communications President and CEO **Axel Leblois** was in the U.S.S.R. with McGovern to conclude the agreement.

"The Soviet Union's PC market is expanding rapidly," said Leblois. "Over one million microcomputers will be sold in the Soviet school system over the next three years, and most of those will be imported. *PC World U.S.S.R.'s* role will be to help new users with the selec-

(Continued on page 2)

U.S.S.R.

tion and application of personal computing technology."

"This joint venture with the Soviet Union represents a critically important element in our global publishing network," said McGovern. "Today, we publish 90 magazines and newspapers in 33 countries. The readers of each of our publications will benefit from this agreement because these 14 million readers will now have direct access to information about the progress of technology in the U.S.S.R. And, we will be better able to give the industry a more accurate perception of opportunities in this vibrant and rapidly developing market."

Relating this joint venture to other historic publishing ventures IDG has established with The People's Republic of China and Hungary, Leblois said, "We came here with a solid base of understanding about what would be required to conclude this agreement with our Soviet partners."

"There is clearly a serious commitment in the Soviet Union to enact economic reforms, and to build successful relations with foreign partners," Leblois continued.

PC World U.S.S.R. will be headquartered in the Moscow offices of Radio i Svyaz. Worldwide advertising sales will be coordinated by IDG's International Marketing Services Group.

New magazine

CIO targets executives

IDG Communications will launch *CIO, The magazine for Information Executives* in September. The bimonthly magazine (monthly beginning in January, 1988) will target a controlled circulation audience of 25,000 leading computer and communication executives and decision-makers in America's largest organizations.

The premiere issue is 68 pages with strong support from advertisers. Twenty-five have signed contracts including Digital Equipment, AT&T, Lotus, GTE, and FileNet.

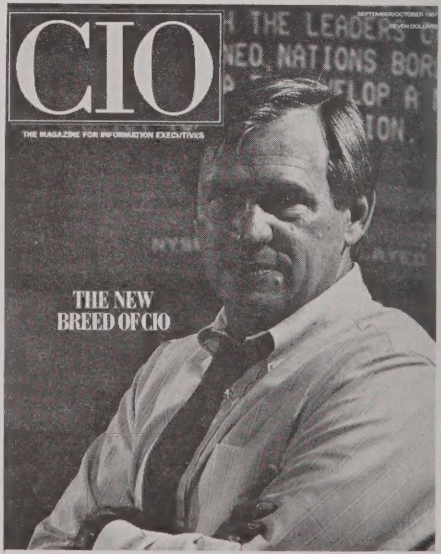
CIO Publisher, **Joe Levy**, said "We have seen the computer evolve from Thomas Watson's forecast forty years ago that '. . . the world would only need 12 of them' to become the most amazing machine the world has ever seen. By 1990, three-quarters of America's 60 million white-collar workers will have a computer on their desk, that's 45 million keyboards. The need exists for America's business leaders to recognize that information is a vital asset that can assure their future growth in the '80s and '90s. As competition becomes tougher we have to be smarter to succeed in the new global economy. *CIO* will meet that need."

Marcia Blumenthal has been appointed editor of *CIO*. She has been with the company since 1978, first as business editor of *Computerworld* and later as editor of Computer world Buyer's Guides. **Lew McCreary,** formerly managing editor of *PC Week*, is now managing editor of *CIO*.

The editorial content of *CIO* will focus on the implementation of solutions and management issues as they pertain to CIOs and their organizations. Success stories -- how specific organizations have developed strategies using information to make their enterprises more competitive -- will be featured.

CIO will also include a number of regular departments. The subjects covered in Trendlines will range from tidbits about general management issues to off-beat uses of information technology. The Global Views column will highlight the hottest issues facing CIOs in other countries.

"We are striving to make *CIO* a forum for information executives, and we want it to be people-oriented," said Blumenthal. "Our At Ease column will be devoted to people whose off-the-job activities enrich their work, or who love a unique approach to information management."



IDC Briefing Session on tour

Offers customers key information; introduces IDC to prospective clients in Australia and Europe

IDC recently took its Briefing Sessions on the road, touring Australia and Europe. According to **Jennifer Warnock** of IDC London's International Corporate Services Department, "The sessions were very successful."

The Briefing Session series begins in the U.S. in late March and is designed to provide a day-long review and forecast of the information technology industry.

Jack Hart, IDC's vice president of international marketing, explained, "The annual Briefing Sessions are an important part of the service we offer our clients. They also provide an important opportunity for potential clients to learn what IDC is all about. We often close business as a result of this exposure."

Record attendance

IDC Australia Pty Ltd's 1987 Briefing Session drew record attendance in Sydney and Melbourne.

Among the 180 attendees in Sydney and the 80 delegates in Melbourne were chief executives and marketing managers from some of the leading hardware and software vendors, senior MIS executives and government offices.

IDC Australia analysts provided attendees with a detailed breakdown of projected user spending, an examination of the Australian software and services marketplace, and insights into the trends in communications and workstation technologies.

Masi/Gens open

IDC CEO, **Carl Masi**, opened the intensive day-long session with an in-depth technology update examining the transitions occurring in the industry, while IDC Vice President of Technology Management, **Frank Gens**, spoke about IBM's strategies and the challenge presented by Digital.

(Continued on page 5)

From left, IDC Vice President, Asia/Pacific, Len Rust; IBM Australia Commercial Analysis Manager, Greg Gleeson; IDC Vice President, Technology Management, Frank Gens.

Communication Networks celebrates 10th

Decade of success serving the industry

"Communication Networks" will celebrate a decade as the industry's elite voice and data communications show, with the theme "Communication Networks - The Network for Success," from January 25 - 28, 1988 at the Washington Convention Center in Washington, D.C.

"We are very excited about this anniversary," said **Bill Sell**, IDG CMG's director of planning and operations. "We want to put together a special series of events and awards which reflect the longevity and dynamic nature of the show."

Special awards

As part of the celebration, the IDG Conference Management Group will give awards to eight companies who have exhibited at the show each of the last ten years. These companies include: the Atlantic Research Corp. of Springfield, Virginia; Contel Corp. of Atlanta, Georgia; Data Communications Magazine in New York City; General Datacomm Inc. of Middlebury, CT; Infotron Systems Corp. of Cherry Hill, New Jersey; Northern Telecom of Marlton, New Jersey, Telephony Publishing of Chicago, Illinois, and CW Publishing including *Computerworld* and *NetworkWorld*.

The IDG CMG will also give free registration to Clinton Shaw of the John Hancock Financial Services Company, for his annual attendance at the show since 1979.

Show magazine

IDG CMG's promotional newspaper for CN '88, to be released August 24, is titled *Link-Up,* and it will be mailed to 175,000 conference prospects and past show attendees.

Bruce Hoard, editor of *NetworkWorld*, reminisces in *Link-Up* about the changes Communication Networks has seen over the last ten years. But, he notes, many things also remain the same. He writes, "In 1979, it was very much a technical show for communications analysts and people who were intimately involved in the business. Everybody you talked to knew what you were talking about. Today, Communication Networks is still the major communications network show."

Sweepstakes announced

CMG has also announced a sweepstakes in *NetworkWorld, Digital NEWS, Computerworld* and *InfoWorld*, inviting free entries (IDG employees are not eligible). The grand prize for the sweepstakes is four full days at Communications Networks '88, including the choice of any day-long tutorial and three days of conferences and expositions, round trip air fare to Washington National Airport, and four nights at the Grand Hyatt Hotel. The estimated value for this package is $1695.

First, second and third prizes are similar though not as extensive. The contest drawing will be held December 4.

Anyone wishing to obtain a copy of *Link-Up,* or to receive more information, should call **Nancy Thayer** at the IDG Conference Management Group, (617) 879-0700 x434.

Attendees view the latest communication technology advancements at the "Communication Networks" show.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 ISSUE 34 AUGUST 26, 1987

SYSTEMS DIRECTOR

IDG Communications in Framingham is looking for an experienced systems director to manage the technical operations staff responsible for servicing its text processing/editing equipment. The position will have overall responsibility for operations and maintenance of a 196-user 6cpu Atex System supporting two major weekly publications. The successful candidate will have an excellent technical background, including in-depth knowledge of composition systems, an effective management style, and a strong customer orientation. A demonstrated record of accomplishment in a technical management position, pragmatic approach to problem-solving and the ability to motivate and direct a technical team in a fast-paced environment are considered essential. Prior experience in the publishing industry and/or experience ith Atex systems is desirable. Send resume to Brenda Fischer, IDG Communications, Inc., P.O. Box 880, Framingham, MA 01701. No phone calls please.

SALES ASSISTANT

Digital News and *Computerworld* are looking for a sales assistant in Irvine, California. This position reports to two regional managers, one for*Computerworld* recruitment advertising and one for *Digital News*, display advertising, with time divided equally between the two. Responsibilities include answering and directing incoming calls, typing correspondence, inputting data on a computer, interfacing with clients, tracking insertion orders, making travel arrangements, preparing and mailing media kits, completing list updates, organizing and maintaining a file system, handling all incoming and outgoing mail, ordering all supplies, maintaining a historical file of issues, and keeping an updated file of newspapers from different cities in the western region. Contact Barbara Murphy, Regional Manager, Irving Sales, 18004 Skypark Circle, Suite 100, Irvine, CA 92714. (714) 250-0164.

REVIEW EDITOR

inCider magazine in Peterborough, New Hampshire is looking for a review editor for the Editorial Department to be responsible for the coordination of a timely and accurate review section. This includes establishing and maintaining contacts with manufacturers of Apple II hardware and software products, as well as developing a stable of freelance reviewers. Also, working with the senior editor and editor-in-chief, the review editor will be responsible for overall product coverage in the magazine. The ideal candidate will have two years of experience with a computer magazine or similar writing and editing experience with a high tech company. A B.A. degree, preferably in English or journalism, is required. Contact Dan Muse, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

EDITORIAL ASSISTANT

Computerworld in Burlingame, California is looking for an efficient and meticulous editorial assistant to work in this recently expanded office. This is a part time position; approximately four hours a day. Duties include, but are not limited to, filing, handling office correspondence, aiding the five editorial writers in researching stories, some phone work, and other office tasks. Candidates should possess secretarial or clerical experience. Contact Kathy Chin, *Computerworld*, 3350 W. Bayshore Rd., Suite 201, Palo Alto, CA 94303. No phone calls please.

SALES ASSISTANT

Digital News is looking for a sales assistant for the Classified Department. This position reports to the classified sales manager. Duties include: support for the sales manager, coordination of promotional and media kit mailings, maintaining customer and prospect databases/spreadsheets, light secretarial and general office work, and telephone sales support which would include initial inquiry and first contact calls to prospective classified-display advertisers and maintenance calls to client advertisers. Candidate must enjoy telephone work and have a good phone manner, be organized and follow through well on details. Secretarial skills and some computer experience is required. Training will be provided for telephone sales support. Contact Robert Fischoff, *Digital News*, 33 West Street, Boston, MA 02111.

MANAGER OF HUMAN RESOURCES

CW Publishing is looking for a manager of human resources. Reporting to the division president, this position will have primary responsibility for the interpretation of corporate personnel policies and procedures and for the development and implementation of employee relations programs. Responsibilities also include playing a key role in establishing and conducting an effective employee relations program including: employee counselling, career development assistance, producing an employee newsletter, organizing social activities, and acting as a liaison between management and employees, as well as assessing training needs, conducting compensation analyses, coordinating salary and performance reviews, and maintaining personnel records. Responsibilities also include coordinating the division employment function which will encompass: originating job requisitions, writing up job specs, job posting, recruitment for support level positions and facilitating management level recruiting activities; and ensuring that employment practices are in compliance with federal and state guidelines.

A BS/BA degree and a minimum of five years of experience as a human resource generalist is required. Candidate should be a hands-on manager with strong people skills and demonstrated success as an effective employee relations adminstrator. Contact Matthew Smith at CW Publishing, 375 Cochituate Road, Framingham, MA 01701.

ASSOCIATE EDITOR

The International News Group in Boston is looking for an associate editor for the Editorial Department. Responsibilities include writing, reporting and editing for the International News Service and IBM Watch, developing and maintaining contact with industry sources, and some production work. A journalism degree is preferred. One to two years of reporting experience, editing experience and knowledge of DOS and Macintosh computers is a plus. Candidate must be aggressive, self-sufficient and able to organize myriad tasks under deadline pressure. Contact Deidre Depke, (617) 423-9030.

STAFF ADMINISTRATOR

CW/Peterborough is looking for a staff administrator to work with the editor-in-chief, publisher and business manager. Responsibilities include assisting with reader surveys, budget projections, market analyses and other miscellaneous research projects. Also, correspondence with authors, editorial payments, personnel matters, travel and expense reports, customer service as well as record keeping, filing, typing and answering phones. Contact Debbie Schmitt, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

MANAGER, MARKET ANALYSIS

IDC's Global Data Resources Business Unit is seeking a senior market research manager to develop, implement, analyze, and market GDR's research databases. This position reports to the director of market analysis and stats. and would assume direct responsibility for the operations of GDR's market analysis system user panels, and census operations. Candidate must have a demonstrated ability to manage complex market research activities in the computer industry and to provide support and coordination to international operations, broad experience with mainframe and PC-based stat. and DBMS packages, demonstrated capabilities in stat. analysis using major databases, and in marketing, selling, and supporting major research products in the information processing market. Candidate must also have at least five years of experience in market research and/or research support operations. Contact: MAST, Global Data Resources, 5 Speen Street, Framingham, MA 01701.

TRAFFIC COORDINATOR

IDG Communications' Marcomm Group is looking for a traffic coordinator for the Direct Marketing Department. Responsibilities include working directly with account managers, artists, in-house and outside typesetting, and print buyers to ensure smooth operation and on-time delivery. He or she will also assist in the print buying and overall productions coordination for some campaigns. Candidates must have superb organizational skills and the ability to deal well with many different personalities. The ideal candidate will also have experience in traffice graphic arts and/or print buying. Contact Barbara Bannon, IDG Marcomm Group, 375 Cochituate Road, Framingham, MA 01701.

ASSISTANT TO THE MANAGER OF AUDITS/STATS

CW/Peterborough is looking for an assistant to the manager of audits/stats for the Circulation Department, to assist in the preparation and/or analysis of circulation reports, reconcile postage charges for mailings of all magazines, track miscellaneous reports, and assist with the coordination or information for various other reports. Contact Cecile Giguere, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

MANAGER, MARKETING AND SALES ONTRACK SERVICES

IDC's Global Data Resources Group is looking for a manager of marketing and sales ontrack services. This aggressive self-starter will launch IDC's new marketing effectiveness services, and market and sell GDR services to existing IDC clients and other key vendors in the information technology industry. This includes: competitive market analysis, mail and telephone surveys, lead generation databases and measurement of advertising effectiveness. Qualified candidates should possess three to five years of marketing and/or sales experience in the computer industry. Strong interpersonal and executive presentation skills are a must. Good analytical skills, and experience in direct marketing are desireable A marketing or business degree is preferable. Contact Global Data Resources, IDC, 5 Speen Street, Framingham, MA 01701.

NYNEX SUPPORT NUMBER

NYNEX has announced a toll free support number for all NYNEX products at their Atlanta, Georgia headquarters for all IDG employees. That number is: **1-800-992-7877**. When asked for an access code, give: **0857VZ.**

CLASSIFIEDS

FOR SALE: 1984 Intercooled, Turbocharged, Black, Volvo 2Dr. GLT Coupe. Car is in showroom condition, 26K miles, 50K transferrable warranty. Originally bought in CA, car has been professionally stored every winter here. Every option, PS, PW, PL, Blaupunkt, Sunroof, Tan Leather Int., PSM, Reclining seats, 5 spd (4+o/d) & full gauges. Car is a special Rallye Edition, 1 of 300 in U.S., and 500 in world. Rallye package is different front end and engine turbo. All service done by factory trained dealers, slips are available. $13,900. Call Aaron Goldberg, IDC 617-872-8200 x224 or home (617) 695-4265.

FOR SALE: (2) Round-trip tickets, non refundable, Boston - Las Angeles - Boston. Departing 9/24/87, 8:30 p.m. from Boston, departing 9/28/87, 10:30 p.m. from Las Angeles. Purchase price is $525, but will take best offer. Must sell ASAP. Contact Lucy Sheehan, (617) 875-5000 x434.

FOR SALE: 1984 GMC Jimmy S15 4 x 4. Sierra classic package, V6 engine, power windows, and locks, cruise, tilt, towing package, 4 sspeaker cassette stereo. 68,000 highway miels. Excellent condition. Asking $8,100. Contact Lisa D'Ambrosia at (617) 879-0700 x688.

Predictions forecast future of industry

(Continued from page 3)

IDC Vice President, Asia/Pacific, **Len Rust**, completed the day with an Australian industry review and forecast which outlined the shape of the marketplace over the next few years.

Information processing executives and users discussed other issues with IDC analysts and fellow attendees at lunch, and, later, at an informal cocktail party.

The Briefing Session attracted strong interest from the media with trade press, national, and metropolitan daily newspapers reporting on the data presented.

European success

Speakers for the European Briefing Sessions began their tour at the Hotel Excelsior Gallia in Milan, Italy, moving to the Okura Hotel in Amsterdam, the Netherlands, the Intercontinental Hotel in Paris, France, the Sheraton in Frankfurt, Germany the Royal Viking in Stockholm, Sweden, and ending with the Sheraton Skyline in London.

Attendance was varied, from 70 in Sweden to over 200 in Germany.

"The Briefing Sessions are successful here every year," said Warnock. "People recognize the importance of the IDC Briefing Sessions and the same people keep coming back, year after year."

Agenda

Speakers in many of the sessions included three IDC senior analysts from the United States, and four from Europe. In most cases, each Briefing Session featured one or two local speakers as well.

Will Zachmann, IDC's vice president of corporate research, presented "Information Industry/Technology Update 1987 and Industry Predictions 1987-88." Once again, Zachmann ventured 13 specific and verifiable predictions for the coming year in the information industry.

Martin S. White, LINK's European director, discussed "Value Added Network Services." He reviewed the current VANS environment in Europe, and the extent to which PTTs are implementing X400 interconnection. He enlarged upon trends in these and other VAN markets and outlined the strategy adopted by PTTs and private sector vendors in the markets.

Frank Gens, IDC's vice president of technology management research, presented "Life in a Competitive Marketplace: IBM's Strategies for Distributed Systems." Over the next few years, IBM's DDP-oriented outlook will raise many important questions, which Gens discussed, including: What product strategies will IBM employ in distributed systems, how IBM will approach margin vs. market share decisions, and whether or not IBM's strategies for distributed systems will be aggressive to the point of impacting IBM's large systems business. Gens also discussed IBM's outlook over the next five years.

Phillip de Marcillac, IDC U.K.'s director of European research, gave IDC's annual update of the European DP market. He included in his talk a 1986 overview, a look at Europe as part of the worldwide market, vendor strategies and revenues, market shares, and the future for the industry in Europe and the U.K.

(Continued on page 8)

From left, IDC CEO, Carl Masi; IDC Australia Client Services Manager, Patrick Johns; and Peter Morris, Department of Industry, Technology and Commerce.

IDG News Service usage grows dramatically since 1985

Critical resource for IDG Communications 90 publications

IDG News Service supplies IDG Communications' international network of publications with a daily on-line newswire on the computer industry. The Service is managed from a Boston headquarters by Editorial Director, **Kathie Gow** (see box on this page) and International News Group Director **David Hill**. Bureaus are located in Paris and Tokyo and managed by European Bureau Chief **Amiel Kornel,** and Asia Correspondent **Lori Valigra** respectively.

Since the daily service was established in 1985, usage has increased from a single international page in *Computerworld*, to use by nearly every IDG Communications publication and IDC office around the world. On high news days, an average of 70 to 80 stories are collected, from which the most important 15 to 20 stories are edited, and then transmitted the same day throughout the network.

Easy access

Each publication has access to the Service through their On-Tyme mailbox. The system is designed for two-way communication -- publications contribute news stories, as well as retrieve a daily summary, from which they can select the stories they use.

"The difference between the IDG News Service and a public service such as AP or UPI, is that we run a proprietary service designed to facilitate the worldwide exchange of information between our publications," said Gow.

According to Gow, the publications use the information in many different ways. Some pick up stories filed by the News Service's bureaus. These are original articles which report on activities originating in local markets, but which have significant interest to a broad, worldwide audience.

"On the average, the bureaus contribute 15 to 20 stories a month, giving our publications the advantage of having local coverage in these key markets," said Gow.

Product reviews

Another popular feature of the Service is the *InfoWorld* product reviews, which are known for their unbiased and straightforward assessment of new products. *PC Business World* in England, *Computerworld Asia*, and *CW Australia* frequently pick up *InfoWorld*'s review columns for publication.

CW Switzerland, *CW Denmark* and *Computer News* in England compile and condense news items published on the network to create special international news pages.

Tokyo columnist

Freelance author **Charlie Lecht** writes biweekly columns for the News Service from his office in Tokyo. *CW Asia* and *Computerworld* in the U.S. frequently publish his column.

According to Gow, another benefit of the News Service for many of the publications is its use as a research tool. *Computerworld Austria* and *Computerwoche* use the network more for tips and background, which they will then use to to develop more in-depth articles.

"Usage has increased and almost all of our publications access the service every day," said Hill. "Obviously, as more publications contribute as well as receive information, the service will become more valuable."

For more information contact Kathie Gow at (617) 482-8472.

Kathie Gow News Service director

Kathie Gow has been promoted from international editor to editorial director of the IDG News Service, based in Boston.

In her new position, Gow will direct the News Service, IDG Communications' on-line daily news wire on the computer industy, and be responsible for managing the news service's Boston hub bureau and Paris and Tokyo bureaus.

Gow returned to IDG Communications last fall, after working at the biweekly trade publication, *Computer Design*, as assistant managing editor. She originally joined *Computerworld* in 1981, leaving her position as chief copy editor in 1985.

"My goal is to increase the number of publications that send us stories, especially in parts of the world where we currently have little or no coverage."

Gow holds a B.A. in English from Colgate University.

PEOPLE

PC World names new sales reps

Natalie Wood

Natalie Wood has been named Northwestern account manager for *PC World*. Wood previously spent seven years servicing a variety of large regional and national accounts for ITT World Communications.

Michelle Hornett

Michelle Hornett has joined *PC World* as Southwestern account manager. Hornett was most recently with Computer Dealer. Prior to that, she was sales and marketing manager for Advanced Digital Corporation.

Vivian Ritondale

Vivian Ritondale has been named Southwestern advertising manager for *PC World* . Ritondale was most recently regional manager for *Personal Computing Magazine*.

Susan Fucinato is account manager

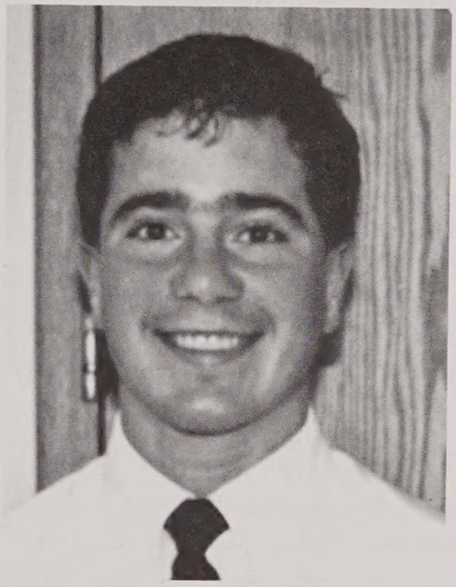
Susan Fucinato was recently named account manager, advertising and sales promotion, at the IDG Marcomm Group. Her new responsibilities will involve the development and placement of recruitment advertising for IDG. In addition, she will manage promotion efforts for IDG Communications Computer Careers recruitment network, as well as work on a variety of other accounts.

Prior to joining IDG, Fucinato worked at Nutter, McClennen & Fish in Boston, Massachusetts. Previously, she was an account manager with McCue Advertising and P.R., Inc. in Binghamton, New York, responsible for providing advertising/public relations counsel to clientele, including corporate recruitment, industrial, retail, and non-profit accounts. She also served as sales manager for McCue's NY/PENN Displays Division.

Fucinato holds a B.A. in marketing communications from Syracuse University in Syracuse, New York. She was a recipient of the 1983/1984 Corning-/Elmira Addy Awards. Fucinato is a native of Binghamton, New York, and currently lives in Marlboro, Massachusetts, with her husband.

Brad Christenson account executive

Brad Christenson has been promoted to account executive for New Product Marketing at IDC. In his new position, Christenson will be responsible for selling international services and reports and the DEC Advisory Service to vendor clients and prospects.



Previously, Christenson sold Vendor Reports for IDC, and prior to that, he was a market research assistant for the Global Data Resources Group.

Danna Carney is sales assistant

Danna Carney has joined the CW/Peterborough group as a telemarketer/sales assistant. She will now be responsible for all sales of classified ads in the Western territory for both *RUN* and *AmigaWorld*. She will also help in serving all active accounts in both publications. Carney previously worked as a sales assistant for one year with *NetworkWorld*.

Technology is forcing change

(Continued from page 5)

Kim Myhre, IDC's vice president of communications services, focused on "The impact of emerging technology on traditional communication markets." During the past two years the communications industry has witnessed a flood of new technological options for communications network development. Myhre discussed these communications network options in depth, with a special emphasis on the impact of this technology on the competitive make-up of the communications industry.

Simon Pearce, the director of micro and distribution services at LINK's U.K. office, presented "PC Market Developments/ VAR Activities," in two parts. The first part examined the key developments in the PC market for growth and competitive implications, with a focus on the impact of clone and IBM strategy. The second part analyzed the demographics and activities of minicomputer value added resellers in Europe.

David R. Norman, principal consultant for the IDC U.K. Consulting Group, discussed "Critical Issues Facing the U.K. IT Market." Information Technology is forcing change faster than ever. Within a U.K. context, Norman discussed: the latest trends in fast emerging and evolving markets, Technological substitution and its effects, consequences of competitive realignment, and the impact of these product/markets on industry development.

Lillian Shapiro, managing director for IDC U.K. Limited, discussed "Managing Information for Competitive Advantage." Drawing on the latest IDC database information, this session armed progressive IT suppliers with practical solutions in their quest to attain greater market share. Shapiro provided insights into industry structure, scope for competition, barriers to entry, and impediments to refocusing target markets.

IDG
WORLD
UPDATE

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Happy Anniversary

ONE YEAR
Bradley Christenson - IDC
James Farley - IDC
Bruce Huie - IDC
Kimberly Schuberthan - IDC
Kathryn Esplin - DNP
Scott Lum - PCWCI
Bob Singer - CW
Gregory Boren - IFW
Vanessa Van Wyk - IDC Australia
Catherine Olzchanech - MP/France
Joachim Blomberg - CW/Sweden
Maxine Czysnok - CW/Australia
Heikki Keranen - IDC Finland
Maria Lucia V. da Silva - CW/Brazil

TWO YEAR
Karlyn Kilroy - IDC
John Hricko - PCWI
Laura Stoll - PCWCI
Frank Genovese - CW
Janell Marie Brown - IFW
Guenter Neumann - CW/Germany
Charles Brown - DECT/England
Ian Winter - ICLT/England
Steve Lodewyke - CN/England

THREE YEAR
Raymond Petsche - PCWCI
Charles Babcock - CW
Denise Langhaar - CW
Steven Moore - CW
Kay Sharbrough - IFW
Cordula Saupe - CW/Germany
Peidi Zheng - IDC China
Monique van Drunen - IDC Netherlands

FOUR YEAR
Shawn Laflamme - CW/P
Mitchell Hayes - CW
Frances Benedict - IDG
Guenter Knauft - CW/Germany

FIVE YEAR
Eduardo Ostan - CW/Brazil
Ailsa Russell - IDC Australia

SIX YEAR
Cynthia Puig - IFW
Sylvie Benech - IDC France

TEN YEAR
Jeffrey Beeler - CW

THIRTEEN YEAR
Ann Dooley - CW

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 35

SEPTEMBER 1, 1987

Photo Contest Winners
Page 5

CWC France predicts impressive revenue gain

Implements integrated sales strategy for four top publications

Created in 1981, CWC France has become the sixth-ranked IDG Communications business unit in less than six years. **Francois-Xavier Chaussonniere**, recently appointed the business unit's country manager, predicts a 40% revenue increase this year.

The Paris-based subsidiary publishes *Le Monde Informatique*, *InfoPC*, *Distributique*, and *Telecoms International*.

"CWC France has only one strategy -- to move its four publications into the number one position in their respective market niches. Then, to launch new publications and services in response to market needs," said Chaussonniere.

One of Chaussonniere's priorities is a detailed market analysis of the French computer publishing markets and the relative position of CWC France's four publications. He would like to take advantage of the interface between the four publications, and at the same time maintain their autonomy.

(Continued on page 3)

Left to right: Philippe Monnin, editorial director for Telecoms International and InfoPC; Patricia Poupaert, publisher, Le Monde Informatique; Francois-Xavier Chaussonniere, country manager, France; and Jacques Tillier, publisher, Distributique, InfoPC, and Telecoms International.

AmigaWorld goes monthly

Meets demand for timely information on new developments

Amigaworld, the industry's leading magazine for users of the Commodore Amiga personal computer, has announced that it will be published monthly beginning with its November issue.

The publication has been bimonthly since its launch in 1985.

As both an informative and entertaining magazine, *AmigaWorld* covers a wide variety of markets including home and business applications, desktop publishing, music, graphics and programming.

According to Publisher **Steve Twombly**, "Rapid developments in the Amiga market have increased the Amiga users' need for information. Advertisers also recognize the increased business opportunity these developments create. As a monthly publication, *AmigaWorld* will make information plentiful and timely for our readers. It will also help advertisers increase their exposure."

"Our readers are delighted with the new format," said Editor, **Guy Wright**. "They have been asking when the publication would become a monthly since the third issue."

Wright doesn't expect many changes in editorial focus except, ". . . the opportunity to provide more in-depth and expanded coverage in several areas."

AmigaWorld tested the concept of a monthly publication with a special June issue published between its regular May/June and July/August books.

"We wanted to gauge the response from our advertisers to the opportunity to increase their frequency," said **Stephen Robbins**, national sales manager. "We were delighted to find no loss of ad pages -- our ratio remained the same throughout the summer."

Several contract advertisers have taken advantage of *AmigaWorld*'s frequency discount, and have upgraded their agreement to 12x insertion rates.

Advertisers are also encouraged to expand their media schedules as a result of Commodore's recent launch of the Amiga 500 low-end personal computer.

"Our advertisers realize the value of expanding their reach to our existing ciruclation base of 78,000 through our monthly format," said Robbins. "They also have the chance to reach these new Amiga users."

A subscription card to *AmgiaWorld* is included in the package of every Amiga that is sold. According to Robbins, this method of circulation development has almost single-handedly built their subscription base to date. "Our advertisers realize that we will attract a large percentage of new Amiga 500 users, as well."

Revenue Gain for CWC France . . .

(Continued from page 1)

New sales strategy

"A uniform sales strategy is a relatively new idea in France, where the publications of a single group often lack uniformity in the eyes of the advertisers. My objective is to have the publications work together in their advertising effort, so that their media schedules are integrated within the global framework of CWC France," said Chaussonniere.

"For seven years, the French subsidiary has been moving boldly forward. I believe that taking calculated risks is the only way to progress. This is reflected in my business strategy," said Chaussonniere.

Market leaders

At the present time, *Le Monde Informatique*, *Telecoms International*, and *Distributique* are market leaders. What remains as a very competitive market with real potential is the professional personal computing industry, where a fourth publication, the monthly *Info PC*, is waiting to climb to the top spot. "We want to put this publication in first place in its category as well," said Chaussonniere.

"With this perspective in view, CWC France must be creative to manage its projected growth from 25 to 80 employees in three years. The ability to delegate, will be key and broad external communication oriented toward media events will give us important exposure." he said.

Product champions

Chaussonniere has formed his team around the concept of product champions. He has appointed **Patricia Poupaert** publisher of *Le Monde Informatique*. As assistant director, Poupaert supervises the paper's editorial activities.

Jacques Tillier is publisher for *Distributique*, *InfoPC* and *Telecoms International*, and is also assistant director of marketing and advertising.

Strong media relations

Chaussonniere has developed an original and effective approach toward media relations which goes beyond traditional media release programs. He is enthusiastically willing to sponsor sponsor media events, beyond traditional press releases.

Le Monde Informatique currently coorganizes important national congresses, such as "Espaces Reseaux," "Resocom," and the "European Desktop Publishing Show." It has also sponsored sporting events, such as motor racing and sailing. Its name is also highly visible at public events, such as the student software competition. And in October 1987, it will launch the first French Computer Forum.

SURF enlists IDC cooperation

Committee members to visit in September; sponsor seminar later this year

On December 7-8, 1987, the SURF Foundation will sponsor a seminar in Delft, The Netherlands, and they have requested that a senior IDC analyst attend as keynote speaker.

The goal of the SURF Foundation is to establish an international network for scientific research in the academic community in Holland, according to **Dr. Rosenberg**, Holland's Computerman of the Year, and a member of the Foundation.

The upcoming seminar will examine the policies and issues which will affect the long-term goals of the foundation.

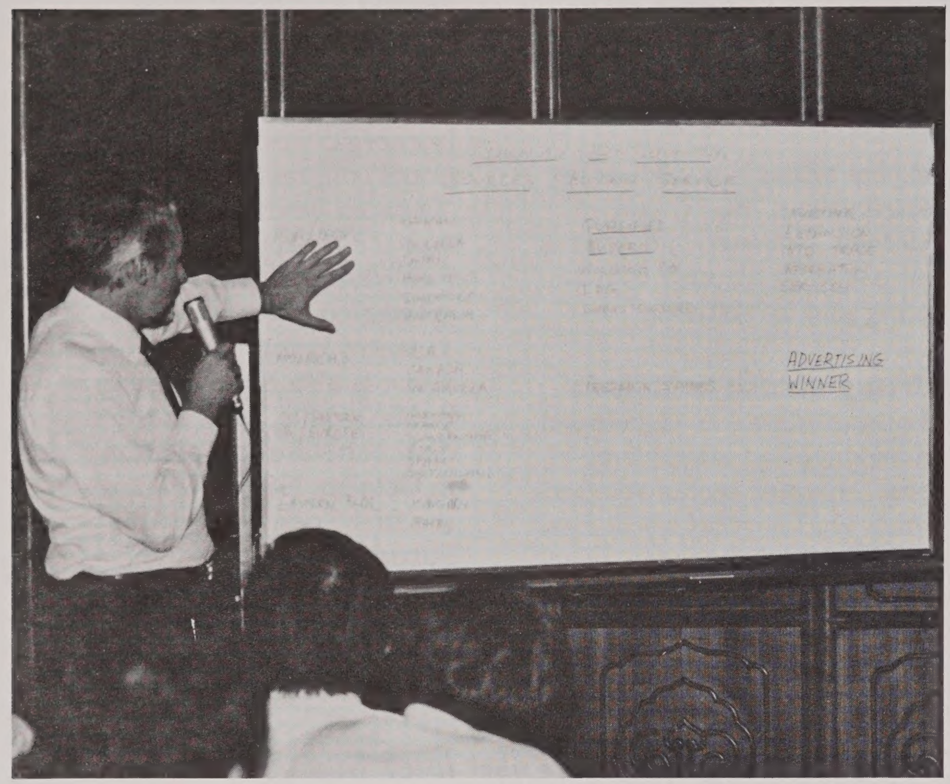
The audience will be approximately 700 Dutch scientists and government officials.

Rosenberg, on a recent trip to IDG Headquarters, met with Kim Myhre, vice president of communications services, and Jack Hart, vice president of international marketing of IDC to enlist their support and cooperation.

A delegation of 25 SURF committee members will visit IDC on September 14 to explore the areas in which IDC can be of further assistance in completing the project.

For more information on the seminar or the SURF Foundation, contact Hubert van Onna at IDC Benelux, 11-31-20-791692.

IDG Communications explores Tai



Alan Power presents details of a new IDG Communications project to Taiwan computer manufacturers in Taipei last month.

Alan Power, vice president Asia/Pacific Region for IDG Communications, and **Frank Cutitta**, managing director for IDG's International Marketing Services, recently visited Taiwan to meet with clients, government authorities, and publishing companies. The purpose of the trip was to discuss the possibility of establishing an IDG Communications operation in Taiwan.

"The potential for an IDG Communications business unit in Taiwan is enormous," said Power. "Although export dominant, the domestic Taiwan market is growing and vigorous. Taiwanese manufacturers have an extraordinary world outlook which sets a leading example to most countries."

The size of the Taiwan market is estimated at 3,000 mainframe installations and minis, with a base of 400,000 PCs. Last year 120,000 PCs were sold there, and 200,000 are expected to be installed this year.

Seventh global market

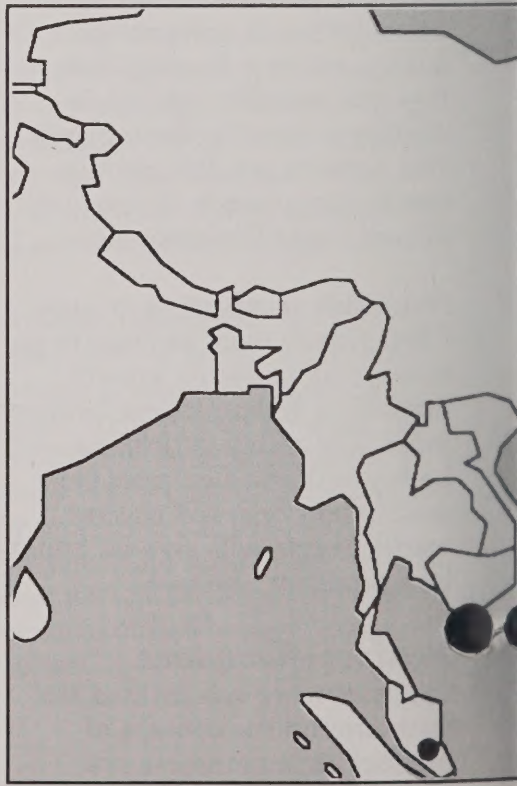
In 1986, Taiwan ranked seventh globally in exports of information industry products. Total exports exceeded US $2 billion, twice that of Korea and behind only the U.S., Japan, West Germany, Britain, France, and Italy. Taiwan's total world market share of information industry production is expected to reach 2% by 1989, with an expected value of US $4.6 billion.

Critical links

"The Taiwanese exporter is desperately seeking advertising vehicles targeted to global manufacturers and resellers of computer and telecommunication products," said Cutitta. "Although Taiwanese manufacturers hold about a 99% share of their domestic end-user market, only a relatively small percentage of their computer product exports are sold directly to end-users in other countries. The international OEM, VAR, and PC Clone-resellers will be the critical links in the success of Taiwanese exporting.

With the assistance of IDG Communications' independent advertising representatives in Taiwan, ACE Media, Power and Cutitta sponsored a vendor luncheon for over 30 industry executives while they were there.

Pacific Region



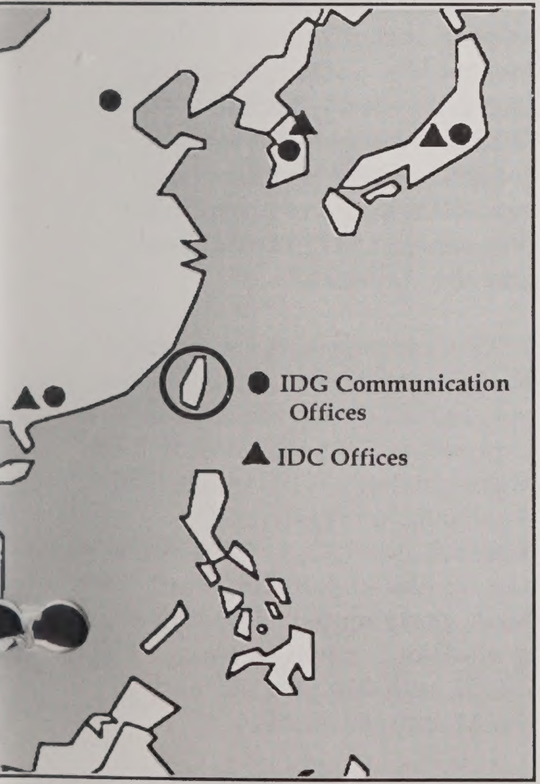
wan venture

Taiwan update

The purpose of this briefing was to update Taiwanese exporters on both IDG Communications' and IDC's centralized global services, and to discuss potential publishing ventures geared to the Taiwanese manufacturer.

Following the briefing, personal focus group meetings were arranged to gauge the level of enthusiasm for an IDG GLOBAL SOURCES publication targeted to international OEM/buyers/purchasing agents of computer products and components.

"The reception was extremely positive to this publishing idea," said Power. "We expect to announce our decision regarding a potential venture in Taiwan sometime in the next few weeks."



IDG Photo Contest Winners Announced

Over 100 entries to the 1987 IDG Photo Contest were received from employees around the world, and twelve were chosen to be included in IDG's 1988 calendar.

The winners will receive prize money ranging from $250 for first place to $50 for runners-up.

CW Communications in China is producing and printing the calendar, which will be distributed late this year.

"As usual, the 12 winning photos were beautiful examples of the photographic talents that we have in the company," said **Mitchell Hayes,** graphics editor for *Computerworld*, and one of the judges. "Especially impressive were the photos from China -- of the 12 winners four came from this group."

The winners are:

First prize
Jim Daly
copy editor
Computerworld
"Ted's Diner"

Second prize
Xue Ruzhen
copy editor
CW China
"After Work"

Third prize
Dorothy Ferriter
IDG CMG
"El Aqua Beach, Venezuela"

Honorable mentions:

Peter Gariepy
graphic designer
CW Publishing
"Crescent Moon"

Paula Musich
senior editor
Network World
"Stockbridge -- New Year's Day"

Roger Goode
editorial designer
Network World
"New Hamphsire Winter, 1985"

Suzanne Weixel
new products editor
Computerworld
"Untitled"

Bob Ostrow
account manager
PC World
"Welcome to the Spring House"

Li Ton Guong
art designer
CW China
"Converging"

Wang Tong Feng,
account manager
CW China
"Waterfall"

Stephen Weidman
IDC
"Conversing in French, Paris, 1985"

Xu Xiao Shang
CW China
"Untitled"

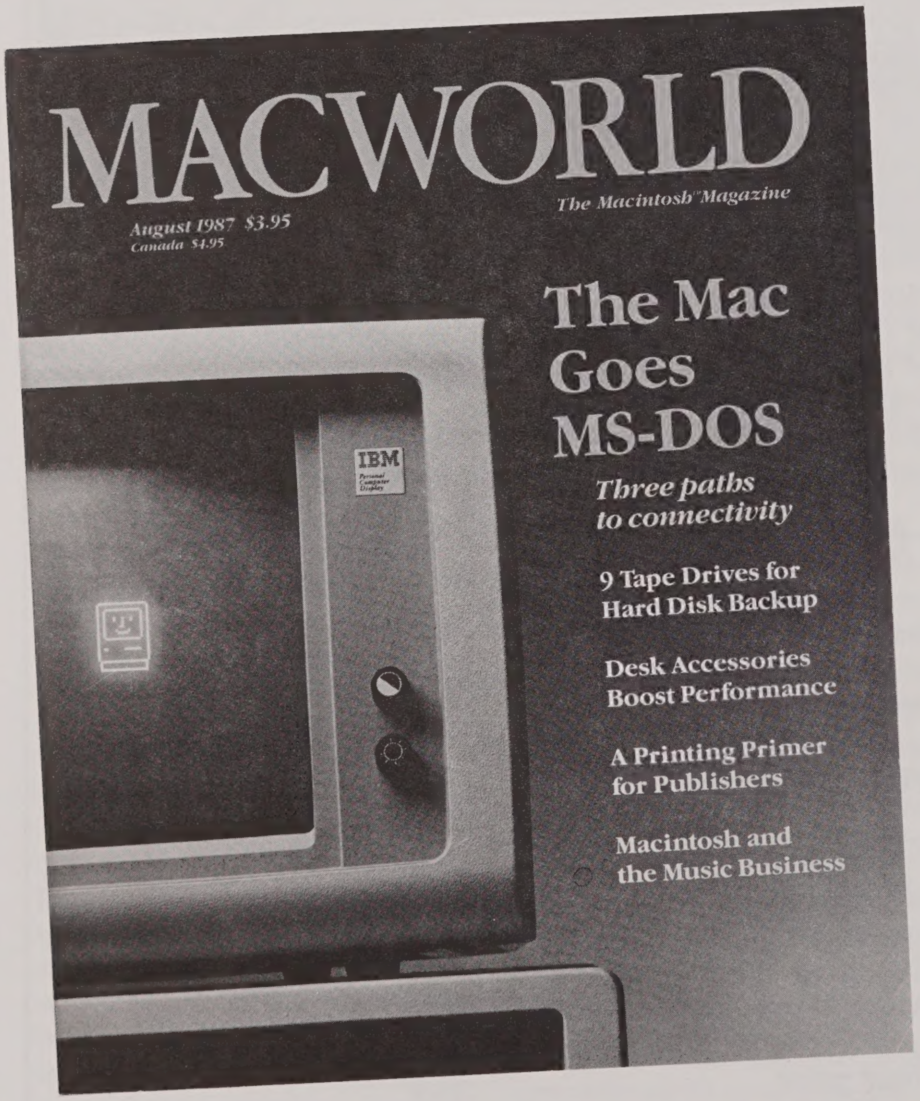
Macworld closes with $1M in ad revenue

September issue posts 35% increase in ad pages

PCW Communications recently announced that *Macworld* magazine closed its September issue with a record $1.1 million in net advertising revenue. The issue carries a total of 155 advertising pages, which represents a 35 percent increase over the September 1986 issue.

According to **Jim Martin**, PCW vice president and group publisher, *Macworld* reported a total of 1,095 advertising pages in the eight issues published so far this year, 32 percent higher than for the same period in 1986.

"Our success reflects the extraordinary vitality of the Macintosh market," said Martin. "Apple reported robust financial earnings for the third quarter. Their two newest machines, the Macintosh SE and Macintosh II, are selling very well. Sales are also booming for many other Macintosh hardware and software vendors. *Macworld* now captures 52 percent of the Macintosh advertising market, 10 share points higher than our nearest competitor. After three-and-a-half years and 10 other competitive Macintosh publications, *Macworld* is still the leader by a wide margin."



MACWORLD

The Macintosh™ Magazine

August 1987 $3.95
Canada $4.95

The Mac Goes MS-DOS

Three paths to connectivity

9 Tape Drives for Hard Disk Backup

Desk Accessories Boost Performance

A Printing Primer for Publishers

Macintosh and the Music Business

Almost 200,000 people buy *Macworld* each month, and an estimated 400,000 read the magazine. Premiering on the same day that the Macintosh computer was introduced -- January 24, 1984 -- *Macworld* was the first Macintosh-specific publication.

"Its record size and newsstand sales in recent months reflect *Macworld*'s leading position," said Editor **Jerry Borrell** "*Macworld* offers the most comprehensive product coverage and reviews of any publication serving Macintosh users and the industry."

PCW Communications recently co-sponsored another successful Macworld Expo at the Bayside Exposition Center in Boston, Massachusetts, with Mitch Hall Associates of Westwood, Massachusetts. Over 270 companies exhibited software, hardware, peripherals, and services to a sell-out crowd of over 25,000, reflecting the strength of the Macintosh market.

IDG
INTERNATIONAL DATA GROUP

IDG Chairman's Report

Second Quarter, 1987

IDG Chairman's Report

Second Quarter, 1987

Worldwide consolidated revenue for IDG for the second quarter of 1987 equaled $67.5 million, a 20% increase from the second quarter of 1986. Expenses in the second quarter increased to $63.3 million, a 33% increase over the second quarter in 1986. Therefore, operating income for the second quarter of 1987 declined by 52% to $4.2 million from one year ago. Non-operating income, primarily legal expenses and our share in the losses of non-consolidated subsidiaries, amounted to $774,000, resulting in a profit before tax of $3.4 million, a decline of 62% from the profit from one year ago.

For the first half of 1987, consolidated worldwide revenues reached $134 million, an increase of 23% from the first half of 1986. Expenses rose to $126 million, a 35% increase from one year ago. Therefore, our operating income declined to $7.7 million, a 51% decline. Other operating expenses accounted for a loss of $1.1 million, yielding an income before tax for the first half of $6.5 million, a decline of 58% from the level of one year ago.

IDG Communications

The primary reason for the increase in expenses in the past six months, at a faster rate than the increase in revenue, has been the start-up cost of new publications at PCW Communications, Inc. and CW Communications/ Peterborough.

Other contributing factors included higher than expected losses at *Digital News*, and at *Micro Marketworld* (*MMW* losses were eliminated this past April by merging the publication with one of its competitors and retaining a share of the combined publications' profits without being responsible for losses). In addition, our flagship *Computerworld* is being revitalized with additional investments in editorial and production areas, resulting in an increase in expenses in the face of declining revenues. We expect *Computerworld* to reestablish a growth pattern in revenue and profitability in the second half of this year.

- *more* -

Our congratulations to the following units of IDG Communications, which increased their income in the first half of 1987 versus 1986:

Computerworld Danmark A/S

Computerworld Communications S.A. (France)

CW Publikationen (Germany)

CW Communications B.V. (Netherlands)

CW Norge A/S (Norway)

CW Communications, S.A. (Venezuela)

CW Communications A/B (Sweden)

CW Publikationen AG (Switzerland)

Also, congratulations to *Federal Computer Week* which is off to a fine start, and exceeded its business plan in the first half of 1987.

International Data Corporation

IDC investments to enlarge the scope and increase the accuracy of its market databases resulted in losses for IDC U.S. operations in the first half of 1987, however, the revenue growth from these investments is developing rapidly, and IDC is expected to show an operating profit during the second half of this year. Congratulations to the following IDC units for increasing their income in the first half of 1987 compared to 1986:

IDC Deutschland (Germany)

IDC Canada

IDC Asia

IDC Australia

IDC Scandinavia

IDC Italia

- more -

IDG World Expo/Conference Management Group

IDG World Expo/Conference Management Group business enjoyed a very strong first half compared to one year ago. Both revenue and income were up dramatically, with net income increasing 60% to $2.6 million during the first half of 1987.

Future Plans

In order to make our plan for 1987 (which calls for a growth of 30% over revenues in 1986 and an equivalent increase in income) all of us in the IDG family will have to focus our energies to do everything we can to increase the revenue of our current projects in productive and efficient ways, so that revenue growth in the second half will substantially exceed the increase in expenses.

Of special importance are sales and marketing activities. We all need to emphasize our corporate values. Staying close to the customer, and achieving excellence in customer service in our products and services will help us attain our goal.

I personally intend to spend a substantial percentage of my time visiting our key customers in the upcoming months to help boost their commitments to our current products and to identify their long-term needs. I encourage all of our managers, professional staff, and our operational people to do the same.

Yours cordially,

Patrick J. McGovern
Chairman of the Board

PEOPLE

Lynn McGalliard at headquarters

Lynn McGalliard, previously of CW Publikationen in West Germany, has joined the staff of the IDG Communications headquarters in Framingham, Massachusetts.

In her new position, McGalliard will be working closely with IDG Communications President and CEO **Axel Leblois**, and Vice President of Corporate Services **Marion Kibbee** on worldwide operating and administrative activities. She will also assist Executive Vice President of Planning and Operations, **Lee Vidmer**, with financial reporting projects. "I hope to apply some of the knowledge I have gained from working on both sides of the Atlantic," says McGalliard. "I think my international experience will be put to good use here at corporate headquarters."

McGalliard has been associated with IDG for five years now, in both Germany and the U.S.A.

McGalliard joined IDG Communications in Framingham as an account coordinator for Direct Marketing Services in August of 1982. She spent two years in that position before deciding to take advantage of her academic training and studies in Germany. She contacted **Eckhard Utpadel** in IDG Communications' office in Munich, CW Publikationen, and he offered her a position.

McGalliard spent a year there as an international editorial coordinator, working for **Dieter Eckbauer** on the start-up of the International News Network (now known as the International News Service). She was responsible for coordinating communication between the Munich office, especially its weekly, *Computerwoche*, and the News Network.

During the later portion of her stay in Germany, McGalliard also worked as an assistant to CW Publikationen's president, Eckhard Utpadel. McGalliard assisted Utpadel in his function as vice president of Central Europe for IDG Communications, providing contact and assistance in start-up activities and special projects, coordination of the budget process, and writing financial reports. "I really enjoyed working with the German team," says McGalliard, whose decision to return to the United States after three years was purely personal.

McGalliard first visited Germany as a member of the American Field Service (AFS) in high school. She returned to Germany for her junior year abroad, while earning a double major in history and German at Georgetown University. McGalliard received a Fulbright Scholarship upon her graduaion in 1980, which allowed her to return to Germany for a year to write a paper focusing on student life during the tense Weimar period in Germany between World Wars I and II.

"We're delighted to have Lynn on the corporate team," said Kibbee. "She is going to be a real asset."

Robert A. Raudys account manager

Robert Raudys has been appointed account manager for IDG Communications' *Computerworld Focus/ Spotlight*, Midwest division, located in Des Plaines, Illinois. *Computerworld Focus* is a monthly magazine published by *Computerworld*, and *Computerworld Spotlight* is *Computerworld*'s weekly insert section.

Raudys' new responsibilities involve the handling of advertising space sales for the two tabloids, and various special issues in the Midwest region.

Prior to joining IDG Communications, Raudys was employed with Gorman Publishing, Chicago, Illinois in the advertising space sales department, where he was responsible for classifieds, postcard deck sales, and display ad sales. Previously, he was a copier systems sales representative for Ambassador Office Equipment in Chicago.

Raudys is a graduate of the University of Illinois, Chicago, with a B.A. in economics. He is a native and resident of Illinois.

FCW announces Fed☆Star awards

Federal Computer Week recently announced its Fed ☆ Star Awards for July and August. Winners are as follows.

Business staff

Rita TaTa Schwartz is *Federal Computer Week*'s Fed ☆ Star from the business staff for July. Schwartz has been given high marks from both major customers and FCW sales teamers. During the past few weeks she has streamlined her reporting system to provide senior management with vital forecasting data.

Andrea LaHue took the business staff Fed ☆ Star award for the month of August. Her willingness to listen, learn, and apply are paying big dividends for her and the business staff by virtue of her steadily increasing contributions to the staff's efforts. LaHue effectively deals with varied needs of the entire sales staff.

IDG
WORLD
UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

Editorial staff

Vance McCarthy is the *Federal Computer Week*'s editorial staff Fed ☆ Star for July, for his three page-one stories in that month, and the recent use of his articles in CW Publishing's overseas publications. He continues to extend his network of contacts with a particularly effective phone interview style, and contributes a column every week.

Moira Donahue Saucedo is the editorial staff's Star of Choice for August, for her work on in-house paste-up procedures and electronic publishing. Her efforts have contributed greatly to the fact that, despite the changes and transitions going on in this new office, *Federal Computer Week* has consistently come out every Monday morning.

Terri Schafer is billing supervisor

Terri Schafer is the new billing supervisor for CW Publishing in Framingham. Her responsibilities will include the maintenance of Omni billing records and reports, and overseeing all CW/Publishing billing procedures and customer/sales service on billing inquiries.

Happy Anniversary

ONE YEAR

Lisa D'Ambrosia - CW
Sharon Fisher - IFW
Tova Fliegel - IFW
Gail Aquafresca - IDC
Rebecca Dawson - IDC
Jean Paitel - CW/France
Thierry Levy-Abegnoli - CW/LMI/France
Margaretha Hultsberg - CW/Sweden
Carmel Nola - CW/Australia
Libby Strong - PCBW/London
Patricia Kehoe - CWC/London
Ricardo S. Diniz - CW/Brazil
Reina de Paula S. Mota - CW/Brazil

TWO YEAR

Marsha Lindsey - IMS
Raju Mansharamani - LINK
Peter Nitzsche - CW/Germany
Ilona Schroeder - IDC Germany
Fernando A. P. Braga - CW/Brazil

THREE YEAR

Frank Cutitta - IMS
Susan Kim Larson - CW
Frank Wielki - CW
Hollis Brush - PCWCI
Nico Baaijens - CW/Netherlands
Lars Olsen - CW/Denmark
Matty Stoop - ICLT/London

FOUR YEAR

Nancy DiPalma - IDC
Kurt Ebner - CW/Germany
Gerard Bidal - CW/LMI/France

SIX YEAR

Susan Donohoe - CW/P
Kim Myhre - IDC

SEVEN YEAR

Nancy Thayer - CMG

EIGHT YEAR

Maureen Nicole - CW

ELEVEN YEAR

Inge Schmid - CW/Germany

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 36
SEPTEMBER 8, 1987

New Australian pub targets $2.5 billion federal market

Computerworld Pty. Ltd. has introduced a special supplement called *Government Computer News* to address the needs of a $2.5 billion market . The first supplement ran in the August issue of *Computerworld Australia*. Initial circulation is 20,000 copies, with 5,000 printed for distribution at government-oriented trade shows. Plans call for *Government Computer News* to be published as a supplement six times in 1988.

The Australian government's 1987 investment in hardware and software represents about one-third of total DP expenditures. In addition, the Australian federal government has committed to a number of large-scale projects based in the national capital of Canberra.

"The government is clearly a very important and rapidly growing market requiring a more focused information service on a regular basis," said **Alan Power**, IDG Communications vice president Asia/ Pacific Region. "*Government Computer News* meets this need."

Advertisers include vendors of systems, software, services, and communications equipment, and recruitment and contracting specialists.

"Advertisers have reacted very positively to *Government Computer News*," said **Susan Taylor**, advertising manager of *Computerworld Australia*. "No other publication specifically targets computer buyers in Australian government departments. Obviously, this is currently and potentially a huge market which advertisers are enthusiastic to reach."

Government computer news
August 14, 1987

Strong ad support

In addition to *Computerworld Australia*'s circulation, the first issue was also distributed at a government computer exhibition in Melbourne. The second issue will appear in the October 30th issue of *Computerworld Australia*, with extra distribution at the Infotex government exhibition in Canberra. According to Taylor, "Advertising bookings are already excellent."

(Continued on page 6)

Invest in our people through training

Sales program provides results

In January of this year, IDG Communications began the first stage in its corporate sales training program. The program was created and conducted by IDG's Director of Corporate Sales Training, **Bob Burchess.** More than a hundred sales representatives attended from the corporation's U.S. publications.

"In Level 1 of our training program we concentrate on the basics," said Burchess. "We build a foundation for a grid approach to strategic sales call preparation."

Client approach

Burchess went on to explain that the first level focuses on improving client/industry/product-publication knowledge by using a client-centered qualification approach.

"No matter what your level of experience when you enter the program, everyone walks away with something valuable," said **Mike Prewitt** of *Digital News* in Chicago.

Attendance at each session ranged from six to ten salespeople, with at least two representatives from each participating publication.

"As we complete this first level of our sales training program," said **Axel Leblois**, president and CEO of IDG Communications, "we can already identify areas of great improvement. It is important to invest in the development of our people in this way, if we are to compete effectively in the marketplace."

According to a recent survey of sales training participants, over 75 percent rated the program as useful or very useful to their sales effectiveness, and over 75 percent found the sessions motivating or very motivating.

Intensive preparation

Before participants reach the sales training seminar, they are sent an intensive sales account research preparation package, which can take up to 12 hours to prepare.

Seated left to right in a recent sales training seminar are Mary Bagatelos of Digital News, Palo Alto; Mike Prewitt, Digital News, Chicago; Claire Wallace, Macworld, Natick; Bob Burchess, IDG's director of corporate training; Barbara Murphy, CW recruitment, Irvine; Georgio Saluti, RUN, Palo Alto; and Warren Kolber, CW recruitment, Paramus.

"The purpose of the research is to have you analyze your sales approach, your client's needs, and how you handle a typical sales situation," said **Claire Wallace** of *Macworld*, a recent seminar participant. "The intense preparation time pays off, particularly when we were involved in the role-playing scenarios."

A large part of the first level of the sales training program simulates a sales situation, and allows participants to observe how each trainee handles client objections and questions.

"We are trying to help salespeople hone in on their product knowledge, and direct it toward a client-centered approach to the sales call," said Burchess. "It is very important to give the client enough time to express his/her thoughts, and then to structure the sales call to answer his/her needs."

Performance package

In the second stage of the training program, Level 2, the emphasis will shift toward personal presentation skills, as opposed to content/strategic planning and preparation for a sales call. "It's not just what you say, but how you say it, as well," said Burchess. "Once each salesperson's 'performance package' does justice to his/her content

(Continued on page 8)

Staying close to the customer

Readers guide *RUN* content

Each month, *RUN* magazine solicits reader response through its reader service questionnaire bound into the magazine (shown below).

"The survey gives us very valuable demographic information about our readers," said **Dennis Brisson**, editor-in-chief. "It also tests reader interest in new products and applications. But most importantly, the reader responses tell us how we should gear our editorial content to address their interests and information needs."

1987 results announced

The results from January to July of 1987 were recently compiled, and were announced in *RUN Report*, the marketing newsletter of *RUN* magazine. This reader profile was derived from almost 20,000 responses, and showed that the majority of *RUN* readers are C-64 owners (70 percent), with about 40 percent C-128 owners. A small percentage owned both systems.

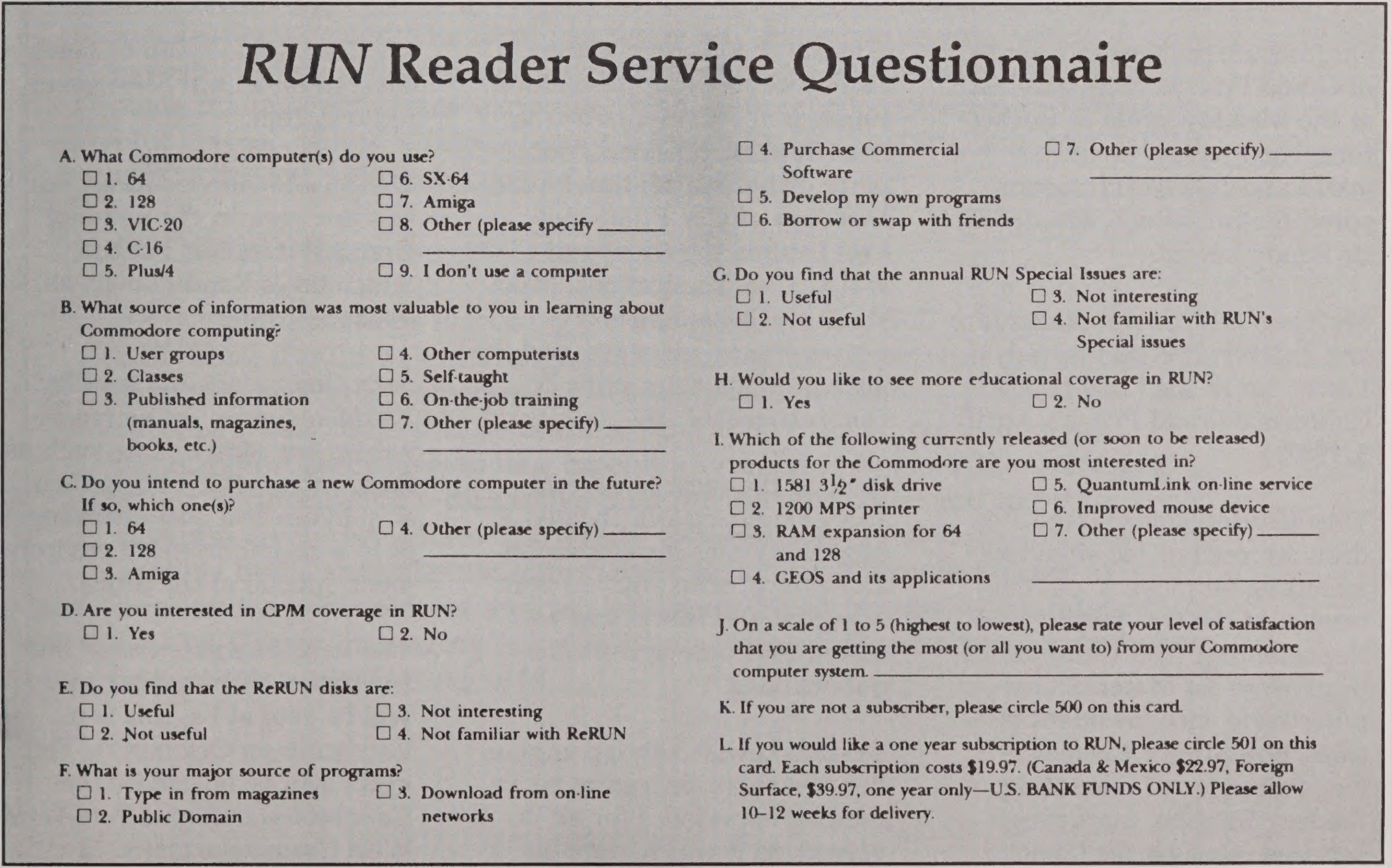
Getting started

By a wide margin (63 percent), readers said published media (magazines, books, newsletters, etc.) are the most useful sources of information for computer users as they learn about Commodore computing. Ten percent say they have learned through user groups, and eight percent rely on acquiring information through computing friends and relatives.

The C-128 remains the machine of choice for computer users who plan to upgrade (48 percent), although about 38 percent plan to upgrade to the Amiga computer.

Commercial software is the major source of programs for *RUN* readers (64 percent). Thirty-one percent type in programs from magazines; 23 percent take advantage of public domain software; 18 percent borrow or swap programs with friends; 13

(Continued on page 8)



RUN Reader Service Questionnaire

A. What Commodore computer(s) do you use?
☐ 1. 64
☐ 2. 128
☐ 3. VIC-20
☐ 4. C-16
☐ 5. Plus/4
☐ 6. SX-64
☐ 7. Amiga
☐ 8. Other (please specify ________
☐ 9. I don't use a computer

B. What source of information was most valuable to you in learning about Commodore computing?
☐ 1. User groups
☐ 2. Classes
☐ 3. Published information (manuals, magazines, books, etc.)
☐ 4. Other computerists
☐ 5. Self-taught
☐ 6. On-the-job training
☐ 7. Other (please specify) ________

C. Do you intend to purchase a new Commodore computer in the future? If so, which one(s)?
☐ 1. 64
☐ 2. 128
☐ 3. Amiga
☐ 4. Other (please specify) ________

D. Are you interested in CP/M coverage in RUN?
☐ 1. Yes
☐ 2. No

E. Do you find that the ReRUN disks are:
☐ 1. Useful
☐ 2. Not useful
☐ 3. Not interesting
☐ 4. Not familiar with ReRUN

F. What is your major source of programs?
☐ 1. Type in from magazines
☐ 2. Public Domain
☐ 3. Download from on-line networks
☐ 4. Purchase Commercial Software
☐ 5. Develop my own programs
☐ 6. Borrow or swap with friends
☐ 7. Other (please specify) ________

G. Do you find that the annual RUN Special Issues are:
☐ 1. Useful
☐ 2. Not useful
☐ 3. Not interesting
☐ 4. Not familiar with RUN's Special issues

H. Would you like to see more educational coverage in RUN?
☐ 1. Yes
☐ 2. No

I. Which of the following currently released (or soon to be released) products for the Commodore are you most interested in?
☐ 1. 1581 3½" disk drive
☐ 2. 1200 MPS printer
☐ 3. RAM expansion for 64 and 128
☐ 4. GEOS and its applications
☐ 5. QuantumLink on-line service
☐ 6. Improved mouse device
☐ 7. Other (please specify) ________

J. On a scale of 1 to 5 (highest to lowest), please rate your level of satisfaction that you are getting the most (or all you want to) from your Commodore computer system. ________

K. If you are not a subscriber, please circle 500 on this card.

L. If you would like a one year subscription to RUN, please circle 501 on this card. Each subscription costs $19.97. (Canada & Mexico $22.97, Foreign Surface, $39.97, one year only—U.S. BANK FUNDS ONLY.) Please allow 10–12 weeks for delivery.

Infoworld, CW host Grand Prix

Having fun in the hospitality tent sponsored by Computerworld and InfoWorld at the Meadowlands Grand Prix are (far left, second row) Mary Campo of Computerworld in Framingham; and (left to right, front row) Doug Cheney, Computerworld eastern district sales manager; Ed Marecki, Computerworld vice president of sales; Bob Singer, Computerworld director of marketing; Eric Hippeau, president/publisher of InfoWorld; Randy Lewis, race car driver; Jim Povec, president of CW Publishing, Framingham; Axel Leblois, president and chief executive officer, IDG Communications; and Mike Masters, Computerworld eastern region manager.

On June 28, the next in a series of Grand Prix car races was held at the Meadowlands in Rutherford, New Jersey. *Computerworld* and *InfoWorld* cosponsored the car, which was driven by Randy Lewis.

Most recently, *Computerworld* and *InfoWorld* cosponsored Lewis' car in the Long Beach, California Grand Prix on April 5, 1987.

This Meadowlands Grand Prix drew a crowd of 240 attendees, including employees and customers of the two publications. Representing IDG Communications were **Ed Marecki**, *Computerworld* vice president of sales; **Bob Singer**, *Computerworld* director of marketing; **Audrey Shohan**, marketing services manager for *Computerworld*; **Maureen Carter**, display advertising production manager for *Computerworld*; **Eric Hippeau**, president/publisher of *InfoWorld;* **Jim Povec**, president of CW Publishing; **Axel Leblois**, president and CEO of IDG Communications; **Mike Masters**, *Computerworld* eastern region manager, and the eastern region sales staffs of *Computerworld* and *InfoWorld*.

Prior to the race, *InfoWorld* and *Computerworld* hosted a hospitality tent for employees and clients, who enjoyed both breakfast and lunch, and received race jackets from the publications.

Despite Lewis' 30th lap engine fire, the event proved to be an exciting experience for all involved, as it was nationally televised, in addition to being covered on a local New Jersey radio station.

The Meadowlands Grand Prix is just one race in the national Grand Prix series, a circuit which takes Randy Lewis all over the country.

Both *Computerworld* and *InfoWorld* maintain an active involvement with events such as these races, which bring their employees and customers together in a casual, friendly environment outside of the office.

The next *Computerworld* and *InfoWorld* cosponsored race will be held at Laguna Seca, California on October 11. This event will be hosted by the *Computerworld* and *InfoWorld* West Coast sales staffs. ❑

IDG
WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 36 SEPTEMBER 8, 1987

SENIOR WRITER

IDG Communications is looking for a senior writer for the newly launched *CIO* magazine. This individual should have a thorough grounding in information technology and understand the issues facing the MIS Department. With this as a basis of expertise, the senior writer must be willing to let go of the bits, bytes and nitty-gritty details of systems, and must research, report and write about the problems facing the information executives in managing the corporate information assets. The feature articles in *CIO* examine issues from the perspective of how CIOs position MIS as a highly visible and pivitol resource that contributes to the company's bottom line, how CIOs implement information technology to achieve a competitive edge for their companies, and how they are working to realign MIS to keep in step with the ever-changing business environment.

This position offers the opportunity to thoroughly develop features ranging from technology trends to corporate and personal profiles to general management issues. The ideal candidate will have two to four years of experience covering the information technology environment, including some management issue expertise. Send resume in confidence to Marcia Blumenthal, editor, *CIO* magazine, 5 Speen Street, Framingham, MA 01710, (617) 872-8200, x314.

COPY EDITOR

IDG Communications is looking for a copy editor for *CIO* magazine. This individual should be a thorough and capable line editor with one to two years of magazine editing experience, preferably with a business publication. The successful candidate will demonstrate the ability to edit copy for style, organization and sense; to be a careful proofreader; to assist the managing editor in developing a distinctive tone for the magazine; and to write accurate, lively headlines. The ability to write occasional short "brights," product briefs and calendar items would be a plus, as would a grasp of information technologies and related issues. Send resume in confidence to Lew McCreary, managing editor, *CIO* magazine, 5 Speen Street, Framingham, MA 01701, (617)872-8200, x618.

TELEPHONE INTERVIEWER

IDC is looking for a QUIKSURV telephone interviewer for the MAST Department. The candidate should be responsible and willing to work flexible hours. The hours for this position are 9 - 2, but can differ. A good telephone manner is required. General knowledge of the computer industry or a willingness to learn is a plus. Some college background is desired. Contact Ed Kennedy, IDC, 5 Speen Street, Framingham, MA 01701, (617)872-8200, x625.

RESEARCH ASSISTANT

IDG Communications is looking for a dependable, part-time research assistant for the IDG Marcomm Group's very busy Research Department. Duties include coding questionnaires, working on a PC, answering telephones, and other miscellaneous duties. This position constitutes at least 20 hours a week, either mornings or afternoons. Some typing skills required, but no other experience is necessary. Contact Mary Ann McAuley, (617) 879-0700, x529.

ASSOCIATE EDITOR

Macworld magazine is looking for a professional associate editor to move its fast-growing product review section even further into the limelight. This is a highly challenging senior supervisory position requiring a solid ground in the Macintosh computer, a basic familiarity with the microcomputer industry and its applications, plus superior analytical and journalistic skills. Excellent salary and benefits will be given to the right person. Send resume to Jerry Borrell, PCW Communications, 501 Second Street, San Francisco, CA 94107. No phone calls, please.

COPY EDITOR

Macworld is looking for a thoroughly experienced copy editor. A good working knowledge of the *Chicago Manual of Style* and proofreading experience are required. Candidate must be accurate and able to work under deadline pressures. Familiarity with personal computers is preferred. This position offers excellent pay and benefits and the opportunity to work in a challenging environment. Send resume to Julie Ericksen, PCW Communications, 501 Second Street, San Francisco, CA 94107. No phone calls, please.

BILLING COORDINATOR

IDG Communications is looking for a billing coordinator for CW Publishing. Responsibilities include conducting a weekly advertising audit for CW/Publishing; data entry; generating and auditing system-composed billing reports; maintaining advertiser contracts and billing records; assisting customers; and assisting the billing supervisor with daily departmental tasks. Applicant should be detail-oriented, well organized, and able to provide customer service in an appropriate and helpful manner. Familiarity with a computer is necessary and an advertising background would be helpful. Contact Anne Hadley or Terri Schafer, CW Publishing, 375 Cochituate Road, Framingham, MA 01701.

STAFF WRITER

IDG Communications is looking for a staff writer for *Computerworld*'s Editorial Department. Responsibilities include reporting and writing stories upon assignment from the news director of senior editor, covering speeches at conferences and meetings and conducting telephone interviews with a wide range of industry and public figures, as well as performing other job activities as required. Candidate should have at least two to three years of professional journalism experience, preferably within the computer industry; demonstrated reporting and writing abilities; and a demonstrated ability to assimilate and learn technical information rapidly. A university concentration in journalism or English, or college courses in data processing or computer science subjects would be helpful. Contact Peter Bartolik, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

MARK YOUR CALENDAR

September 16	New Employee Orientation 9:30 - 10:30 a.m. IDC Boardroom 5 Speen Street, second floor All new employees must attend

CLASSIFIEDS

FOR SALE: Couch and loveseat. Camel cotton velvet with cocktail table. Moving, must sell. $500 or best offer. Contat Nancy Grindlinger (617)879-6455 or (617)875-5000, x436.

FOR SALE: 1980 Chevy Citation. Low mileage, new brakes, new exhaust system. Excellent condition. $2000 or best offer. Contact Ed McNulty at (617)449-2293 after 6:00 p.m.

FOR SALE: (2) Round-trip tickets, non refundable, Boston - Los Angeles - Boston. Departing 9/24/87, 8:30 p.m. from Boston, departing 9/28/87, 10:30 p.m. from Los Angeles. Purchase price is $525, but will take best offer. Must sell ASAP. Contact Lucy Sheehan, (617) 875-5000, x434.

FREE: A two-year-old female dog, spayed, part German Sheperd; other part unknown. Very friendly and mostly an outside dog. Please contact Madeleine Spencer at (617)872-8200, x390.

Marketing ideas to boost traditional trade show revenue

Nancy G. Thayer, manager of public relations and non-exhibit sales for IDG Conference Management Group, wrote this article for Convention World magazine.

Exhibit space rental and conference fees are the primary sources of trade show revenue. To increase this revenue stream and offset overhead costs, show managers are developing submarkets to augment the traditional revenue stream. This additional revenue earned through sponsorships can often offset the costs of luncheons, beverage services, evening social events, shuttle transportation, and message centers.

The IDG Conference Management Group has successfully marketed sponsorships in the above categories to produce extra revenue.

Shuttle bus exposure

While developing a program for exhibitors to promote their new product introductions and to gain additional visibility during the trade show, the Conference Management Group began to offer additional marketing opportunities. Exhibiting companies were offered a chance to display banners on the sides and backs of shuttle buses carrying attendees. These "sponsorships" covered transportation costs and also provided extra exposure for the exhibitor and the trade show.

Computerized messages

Many times, important messages from the home or office are misplaced or are not properly recorded at a trade show. A computerized message service can provide confidentiality as well as error-free recording of messages. An exhibitor wishing to sponsor the service works directly with this message service and generates substantial exposure, as their company's name appears on all messages. "Message Center sponsored by _____ Company" appears on each remote terminal, as well as on the main desk where messages are transmitted and received.

Refreshment

Luncheon and beverage services are a critical aspect of conventions. Everyone needs a cup of coffee and lunch. Depending upon the size of a trade show, one or more companies may wish to sponsor a luncheon or coffee/refreshment service. In the early morning hours, when coffee is an essential, attendees will remember the exhibitor who provided that refreshing wake-up service. A company flyer distributed during the coffee service provides extra exposure before the exhibition. Typically, the flyer provides a preview of the items and services to be found at the sponsor's booth.

Luncheons also provide an opportunity for added exposure. If several sponsors provide lunch, placards on the tables allow each company equal exposure.

One-on-one attention

Many exhibitors sponsor "hospitality suites" in the convention center. Since many attendees spend their evening hours in local hotel restaurants, publi-

(Continued on page 7)

Australia . . .

(Continued from page 1)

The publication's readership is made up of DP professionals at the federal, state, and local government level in Australia. Editorial content will focus on news, government applications of technology, and computer services.

"Our content reflects the fact that government DP spending in Australia is split equally between the federal government in Canberra and the six state governments. There is also interesting activity in local government," said **Michael Harrison**, *Computerworld Australia*'s managing editor.

In order to offer expanded editorial coverage from Canberra, *Computerworld Australia* opened an office in that city.

"The main thrust of our editorial will be toward the user community in Canberra and the swiftly growing vendor presence there," said Harrison. "Both the manufacturing/supply industry and the general topic of computer installation and usage by government are hot political issues in Australia. *Government Computer News* will closely monitor these matters and will take a firm editorial line as events unfold."

"*Government Computer News* is another example of our commitment to produce innovative products as well as stay ahead of the competition," said Power." Because of the relative importance of government as a purchasing bloc in Australia, the move is also strategic." ❑

Management Tips

These sample questions may help you judge a potential job candidate's suitability in several "key areas."

I. Motivation

A. What aspect of this position interests you? How would this job challenge you?

B. Of what accomplishments are you most proud? Tell me about them.

C. In what ways did you contribute to overall company goals in your last position?

D. What do you consider the perfect job for you, and why?

II. Interpersonal

A. Do you consider yourself a good communicator? In what ways?

B. How do you go about solving problems?

C. How would you describe yourself in 25 words or less?

D. What behavioral characteristics in a person contribute to your frustration?

III. Flexibility

A. Has your company gone through any organizational changes? How did these affect you?

B. How do you handle criticism and suggestions for improvement?

C. How would your rate your willingness to delegate authority?

D. Describe your ideal boss.

E. How do you handle stress?

IV. Leadership

A. In your opinion, what characteristics differentiate an average manager from an outstanding manager?

B. Describe an unusual work situation and how you handled it.

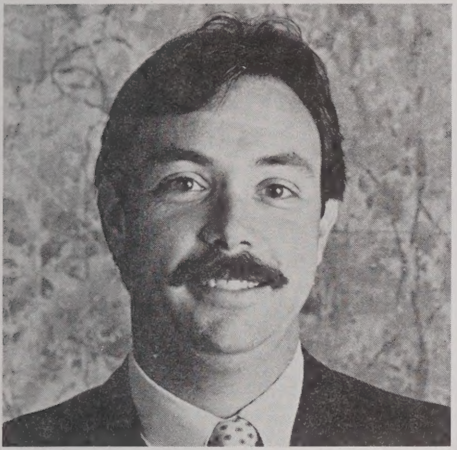
C. Tell me about some decisions you were responsible for making in your last job.

D. How have you managed and motivated people?

E. What qualities do you possess that allow you to take control of a situation?

F. When are you most challenged in a position? ❑

PEOPLE



Moon named ad manager

John C. Moon has been named regional advertising manager for the New England area for *InfoWorld*. His territory will also include upstate New York and Eastern Canada. Moon will be working from the Natick, Massachusetts sales office.

"John's extensive experience in the sales and advertising arena of high-tech publishing will be a valuable asset to *InfoWorld* in the northeast," said *InfoWorld* Publisher **Eric Hippeau**.

Moon joins *InfoWorld* from a position as Boston-area regional manager for *Semiconductor International* magazine, published by Cahners Publishing Company, Inc. Prior to that, he was New England regional manager for both *PC Products*, another Cahners publication, and the Boston-based *Digital Design*, where he was instrumental in increasing ad revenues by 300 percent.

In addition, Moon served as classified advertising manager for *California Magazine*, and assistant art director with Merlo Advertising, Marina del Rey, California. He is a 1978 graduate of Boston University with a B.S. in Communications.

A native of Massachusetts, Moon currently resides in Medfield, Massachusetts with his wife and son. ❑

Flis appointed sales director

Diane Flis has been promoted to director of sales for IDC's Financial Services Group.

In her new position, Flis will be responsible for the national sales of all existing and future financial services, including the Leasing Planning Service.

Flis joined IDC in 1982 as manager of client services for the User Services Group. In 1984 she became manager of business development for that group, and when it merged with User and Vendor Marketing and Sales, Flis' responsibilities extended to include both groups.

Flis later became an account executive, selling user services to the New England region, and most recently sold the Leasing Planning Service on a national basis for the Financial Services Group.

"Since joining the Financial Services Group, Diane has had to assume the responsibilities that come with being our only salesperson," said **Charlie Greco**, president of the Financial Services Group. "While performing admirably under these circumstances, her perseverance and enthusiasm never faltered."

Prior to joining IDC, Flis worked as a marketing specialist for Brokers Service Corp. in Providence, Rhode Island. She graduated from the University of Rhode Island with a major in marketing and consumer affairs. ❑

Boost show revenue . . .

(Continued from page 5)

cizing hospitality suites in the guidebook and all pre-show mailings can attract many participants. These socials permit attendees to talk with key salespeople in a less hectic environment where they may receive one-on-one attention.

Ads on videotape

Videotaping provides an opportunity for sponsors to add a commercial message to the finished product.

While these are only a small sampling of additional trade show and convention revenue sources, any item that provides extra visibility and an opportunity for name recognition is a potential source of revenue.

Exhibitors, attendees, and show management will all benefit from the financial involvement of sponsors. ❑

Sales training gets results . . .

(Continued from page 2)

knowledge, then basic training will be completed."

Levels 3 through 6 will deal with the specifics and challenges of selling, handling tough client personality styles, strategic and psychological listening skills, reverse selling, handling formal and visual presentations effectively, and major client group presentations.

"One reason this type of training works well is that you are outside your own environment where there is much less distraction," said **Mary Bagatelos** of *Digital News* in Palo Alto, California. "You are more open to examining and dealing with those areas where you need improvement." ❑

IDG WORLD UPDATE

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Jean Kane

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Larry Bishop
Mary Dolaher
Susan Perry
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Melissa Strayton
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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

Reader service questionnaire

(Continued from page 3)

percent develop their own programs; and 11 percent download programs from electronic networks.

Three-quarters of *RUN* readers describe the *RUN* Special Issue as useful and, of the relatively new products and services for Commodores (1581 3-1/2-inch disk drive, MPS-1200 printer, RAM expanders, GEOS, QuantumLink and 1351 mouse), users were most interested in GEOS, followed closely by RAM expanders .

Commodore users pleased

To ascertain how happy computer users are with their Commodore systems, *RUN* asked readers to rate their satisfaction level from 1 to 5 (highest to lowest). Fifty percent rated their satisfaction level at 1 or 2.

The response cards are included each month in *RUN*, and questions are frequently changed. Responses are published periodically. *RUN* also does a more extensive survey once each year to *RUN* subscribers.

"It is very important for us to keep tabs on our readers," says Brisson,"and this is a highly effective way to do it. We included the survey in our first issue and have been running it ever since. We will continue to do so." ❑

Happy Anniversary

ONE YEAR
Peter Gariepy - CW
Bernie Hockswender - CW
Angelica Boyd - IDC
Marianne DeLuca - IDC
Jane Jenkins - CW/P
Janet Glynn - IDG
Angela Sauter - CW/Germany
Philippe Monnin - CW/LMI/France
Thomas Jurhn - CW/Sweden
Glenis Littlejohn - CW/Australia
Jens Krag Hansen - CW/Denmark
Mark Wordsworth - CN/England
Sylvia Moneta - IDC Italy
Jose J. de O. Caetano - CW/Brazil
Carlos Alberto Rodrigues - CW/Brazil

TWO YEAR
Linda McAlister - IDC
Wout Berends - CW/Netherlands

TWO YEAR
Pascale Cathelot - IDC France
Beverly Johnson - ICLT/England

THREE YEAR
Philip Rentz - IDG
Lynne Davis - IDC
Michael McCarthy - IFW

FOUR YEAR
John Gallant - CW
Kurt Ebner - CW/Germany
Suresh Rajon - CW/France

FIVE YEAR
Paul Gillin - CW
Bill Laberis - CW
Bertrand de Cerval - CW/LMI/France

SIX YEAR
Kevin McPherson - CW

ELEVEN YEARS
Florence Mues - CW/Germany

IDG WORLD UPDATE

VOLUME 17, NUMBER 38
SEPTEMBER 22, 1987

HighLights

Local flavor

❑ There was a much stronger local flavor to reporting than had been apparent before, with journalists "really getting their teeth into local issues." *pg.3*

Executive forum

❑ CIO is a management magazine positioned in a niche between general business periodicals and traditional MIS publications. *pg.4*

Special issue

❑ The *AmigaWorld Special Issue* is now on newsstands and at computer stores and "has received rave reviews." *pg. 6*

Inside

- ❑ **CIO Magazine**
- ❑ **DECworld**
- ❑ **Global Data Resources**

New Zealand

Best publication

Wins top honors in computer journalism

Computerworld New Zealand, launched last November, has been named best computer publication by Powercorp, which presents annual awards for excellence in computer journalism. The publication also received top honors for investigative journalism, and clearest writing.

The awards, presented for the first time this year, will become an annual event. Their sponsor, Powercorp, is a publicly listed IBM PC and System/36 remarketer operat-

(Continued on page 7)

(left to right) Don Hill, editor CW/New Zealand, Nick Bessey, chief executive Powercorp, Martin Taylor, assistant editor, CW/New Zealand.

VOLUME 17, NUMBER 38 SEPTEMBER 22, 1987

Digital NEWS

Digital News

VAX

Aggressive coverage

Digital News at its best - covers DECworld

Latest

The *Digital News* staff was out in force to cover Digital Equipment Corporation's DECworld which took place September 8 -18 at the World Trade Center in Boston.

DECworld is sponsored exclusively by Digital Equipment Corporation for its clients and prospects. A comprehensive conference program and exhibition hall displaying DEC's entire product line highlighted the annual event.

Number one show

According to Publisher **Pat Kenealy** , "There is no equivalent in the industry to this type of event -- its the number one show in terms of the importance of our participation and coverage."

Over 4,000 of *DN's* September 7th issues were distributed door-to-door in Boston-area hotels.

The front page of the issue featured an exclusive photograph of the new MicroVax 3500 in advance of its announcement on September 9. A *DN* photographer was able to take the photo during the setup of DECworld.

Aggressive coverage

"Our reporters and editor worked every angle and every contact," said Editor Corey Sandler. "We really showed our stuff as a newspaper, this was *Digital News* at its best."

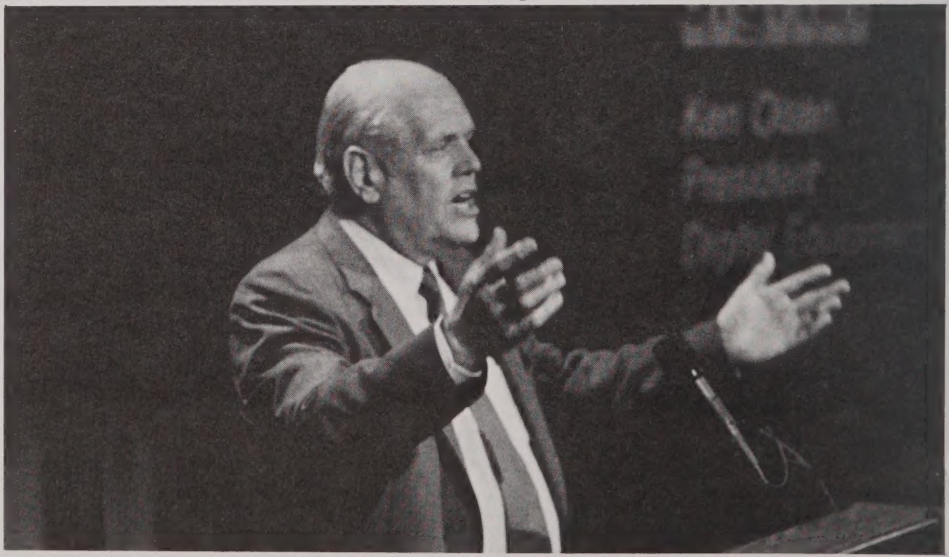
According to Sandler, many of DEC's representatives on the show floor recommended that attendees read the *Digital News* story prior to the announcement.

"The sales representatives were unable to talk about the new product until the formal announcement and many of them directed those with questions to our publication," said Sandler. This type of coverage validates our position as the newspaper of record in the VAX marketplace."

Wrap-up

DN's post-show wrap-up issue will cover the announcements and developments which took place during the expo .

"Unlike our competitors, we will return to the stories we covered prior to the show to provide complete details and fill in the gaps," said Sandler. "Our readers rely on us for this type of comprehensive coverage." ❑



Ken Olson of Digital Equipment Corporation addresses attendees at the recent DECworld.

McGovern keynotes Pan Pacific Computer Conference

IDG Chairman **Pat McGovern** encouraged an audience of over 1000 Pacific Region industry professionals to take confident steps into the software business in the keynote address at the biannual Pan Pacific Computer Conference in Singapore.

McGovern's speech, titled "Giant Steps Through Small Systems -- A Strategy for Success in the Global Software Industry," focused on the potential for software development in the Pacific Region, and the increasing importance of software development to the information technology industry.

During his trip, McGovern also attended the Pan Pacific Computer Exposition, which attracted over 100,000 people. As he toured the exhibition hall with **Dawn Kleinman,** sales manager for *Southeast Asian Computerworld.* , many key clients and principals from major technology companies in Singapore and Malaysia commented on the success of *SE Asian Computerworld*'s new weekly frequency, and pledged their expanded support for the publication.

"Over four percent of the entire population of Singapore attended the conference and exposition," said McGovern. "There is tremendous enthusiasm for information technology in this part of the world."

Daily publication

The editorial staff of *SE Asian Computerworld*, under the direction of **Abdul Rahman** produced a daily issue of their publication which tracked major announcements and events of interest to their readers during the show. According to Ramond, "Attendees responded enthusiastically to the publication and eagerly awaited each issue."

> *"There is a tremendous enthusiasm for information technology in this part of the world."*

ChinaComputerworld also gained exposure at its trade show show booth which attracted thousands of visitors and generated many new paid subscribers.

Singapore speech

While in Singapore, McGovern delivered a keynote speech to the Civil Service Computerization Seminar which was attended by over 200 top Singapore ministers and government officials.

Talking about,"New Management Styles in the Age of Integrated Enterprise Information Systems," he advised ministries to reach out to the citizens by direct electronic access to allow more efficient delivery of information and transactions, such as social security pay-

(Continued on page 7)

ASIA COMPUTERWORLD COMMUNICATIONS LTD
Compu rld
Asia's only weekly ter newspaper

Crowds gather in front of the Asian Computerworld booth at the Pan Pacific Computer Conference eager to receive copies of SE Asian Computerworld

CIO Magazine

Answers information needs

25,000 receive premiere issue

CIO, The magazine for information managers, debuted on September 14. Over 25,000 leading computer and communication executives and decision makers in America's largest organizations received the premiere issue.

Strong ad support

Response has been enthusiastic from readers and advertisers. According to Publisher **Joe Levy**, "Companies such as AT&T, DEC, VM Software, Manpower, Bell Atlantic, GTE/Spacenet, Toshiba, Lotus, and others have signed contracts for six or more issues in 1988. This indicates great approval and acceptance."

"Organizations can no longer afford to downplay the importance of information management, and the growing number of professionals who oversee this function. *CIO* enters the market at the right time to take advantage of their need for information across a broad spectrum of issues," said IDG Communications President **Axel Leblois.**

Executive forum

CIO is a management magazine positioned in a niche between general business periodicals and traditional MIS publications. According to Editor **Marcia Blumenthal**, "We consider the magazine a forum for the concerns of the information executive.

"In order for CIOs to be effective they need the latest news about promising technologies. They need it presented in a business-oriented format that looks at the impact on the organization and the bottom line. They also want to know about innovative applications and how other companies are using information strategically. *CIO Magazine* does this."

Feature articles in the first issue include an interview with former Celanese Corporation CIO Michael Samek. He discusses how mergers and acquisitions test a CIO's ability to handle people as well as systems.

"Selling the Information Vision" is a discussion of the MIS executives' new role as creator and promotor of the vision of how an organization can harness the power of new information technologies.

Future issues will look at the promise of artificial intelligence and profile Sun Company's CIO, Dudley Cooke, as well as a look at how information technology is changing First Nationwide Bank's business. ❑

Integrated data resource enhances business development

IDC and IDG Communications collaborative efforts improve information

Under the direction of **Paul Earl**, President of IDC's Global Data Resources, IDG has begun to integrate a number of data sources in order to improve IDG's market research capabilities and to support new business development.

The long-term goal is to combine subscriber, conference attendee, and advertiser files with the IDC computer installation database in order to create a strong in-house information resource.

"We have the data necessary to help evaluate and improve subscriber penetration and acquisition, advertising reach, and lead generation capabilities," said Earl. "These are only a few of the possible benefits this information will offer."

According to Earl, there are several projects which have effectively utilized and enhanced the database information that is now available. Ongoing cooperation and exchange of files between IDC and IDG Communications has resulted in the generation of new leads and new subscribers.

Subscriber acquisition

Computerworld and IDC plan to collaborate to locate and acquire names and sites from their respective databases. *Computerworld* will be able to increase its subscription base and IDC will have an opportunity to enhance its site information by exchanging data.

Digital News' subscriber file has helped IDC increase its concentration of DEC sites. As a result of this and other new lead acquisition efforts, IDC's computer installation file has increased the number of DEC VAX locations to 13,000.

Computerworld recruitment sales used IDC's database to locate companies that have multiple sites at several locations. IDC then conducted a telephone survey to inquire about the company's MIS recruitment plans, thereby generating potential recruitment advertising sales leads.

International expansion

There are many examples of IDC's computer installation database experiencing significant growth in major markets throughout the world. Cooperative efforts between IDC and IDG Communications in the Netherlands have resulted in significant expansion of the database there.

"There have been many very positive collaborative efforts involving IDG's databases and various other data sources over the past several months," said IDG Communications President, **Axel Leblois.** "It is important that we cooperate in order to facilitate the development of this strategically important information resource." ❑

> *"We have the data necessary to help evaluate and improve subscriber penetation and acquisition, advertising reach, and lead generation capabilities. These are only a few of the possible benefits this information will offer."*

AmigaWorld

OUTLOOK

New global reach

Surveys subscribers; increases exposure in international markets

Several months ago *AmigaWorld* turned its focus toward increasing its circulation outside the U.S. The publication has concentrated its efforts in the United Kingdom, Australia, Canada, and Germany.

"There is an increasing market outside the U.S. for the Amiga," said Publisher **Steve Twombly**. "Our advertisers are excited about expanding their reach and attracting more customers."

Survey results

In conjunction with their international circulation drive, *AmigaWorld* has also conducted a subscriber survey which reveals that 86% of their readers own an Amiga, and of that number most are active purchasers willing to invest additional dollars in their systems. The survey also revealed that there is a 1.6 per -issue pass-along rate among the majority of their circulation base.

"We are in a very competitive position in terms of the broad exposure we can offer our advertisers. Our subscriber penetration is strong as well as our reach into growing and lucrative international markets," said Twombly.

Distribution agreement

AmigaWorld is working with Boarts International, a specialist in international circulation. The publication recently signed a distribution agreement with the British bookstore chain, W. H. Smith. It has agreed to draw 5,000 copies of each issue of *AmigaWorld* for distribution in its stores throughout England.

"There is obviously a rapidly growing Amiga market in the U.K. This added exposure will help us attract more advertisers as well as increase the frequency with our current clients," said Twombly.

AmigaWorld has also launched a concentrated effort in Canada to reach registered Canadian Amiga dealers. A telemarketing team has been put in place to seek out and solicit these dealers as *AmigaWorld* distribution outlets.

AmigaWorld was recently successful distributing in Australia, where the publication has achieved sales as high as 85% of draw.

Special issue

The *AmigaWorld Special Issue* is now on newsstands and at computer stores and "has received rave reviews."

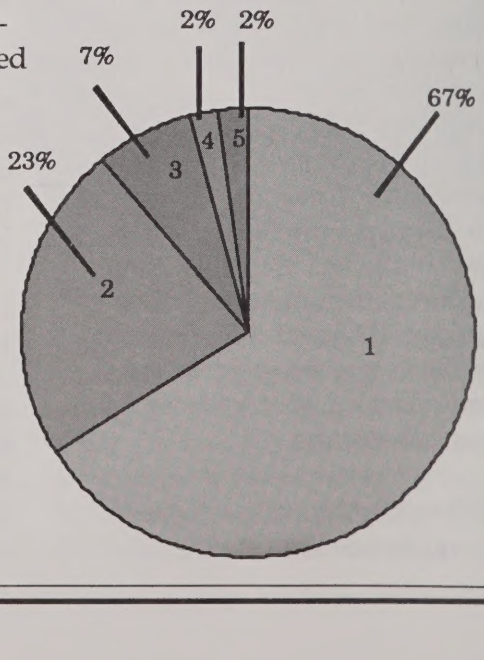
Sales to subscribers have exceeded expectations by 100%, and single-copy sales are also strong.

(Continued on next page)

AmigaWorld's pass along readership

AmigaWorld recently conducted a subscriber survey and asked readers how many others within their organization read their copy of the publication.

Sixty-seven percent indicated that one other person reads their copy and 23% indicated that at least two other people read *AmigaWorld*. The average pass-along readership per issue is 1.6%.



(Continued from previous page)

"Our special issue is a good example of how *AmigaWorld* responds to the needs of the marketplace, which asked for a technical reference guide," said Twombly. "Our editors responded well and put in extra hard work -- they deserve a special note of appreciation."

Bob Ryan was technical editor and project manager for the *Special Issue*'s editorial.

"The Amiga market is vibrant and very strong. We are excited about our ability to provide a productive advertising medium through our special editorial features and expanded circulation base," said Twombly. ❑

McGovern keynote

(Continued from page 3)

ments, health services delivery, and tax information.

Eliminating inefficiency

"Just as the ATM has given bank customers round-the-clock access to banking services in a highly responsive way, distributing information terminals in the home will allow more timely and effective distribution of government services, eliminating bureaucracy, inefficiency, and cost," said McGovern.

Reception

Euan Barty of Asian Computerworld Communications, Ltd., and **Deborah Puretz** of IDC Asia, Ltd., organized a reception for McGovern with IDG Communications and IDC customers. Over 300 people attended the event held at the Raffle Center Tower. ❑

CW New Zealand is responsive

(Continued from page 1)

ing throughout New Zealand. They are awarded by an independent panel of judges.

"We have been first with most of the industry's top news stories during the past year," said Managing Director **Reg Birchfield**. "*Computerworld New Zealand* has firmly established itself as a key competitor in the New Zealand marketplace -- a rare feat for a new publication."

Clear writing

Martin Taylor, assistant editor, also received an award for best investigative journalism and clearest writing.

Nick Bessey, Powercorp's chief executive, presented the awards at the closing ceremonies of the New Zealand Computer Society's Christchurch Conference.

"*Computerworld New Zealand* is a lively and responsive publication." said Bessey. "Its achievement is all the more commendable as the paper has yet to celebrate its first anniversary."

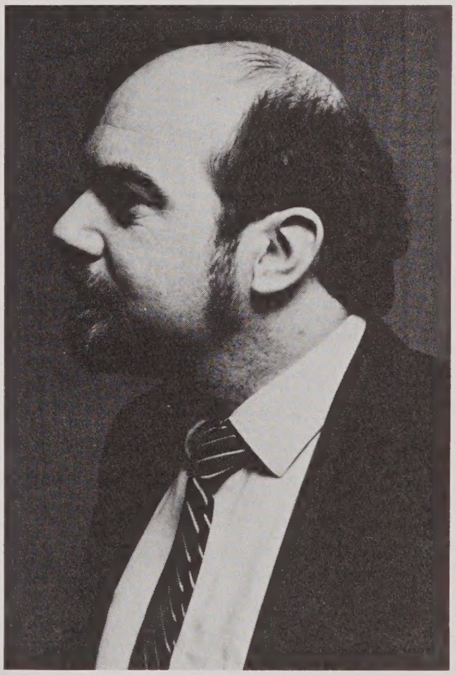
Martin Taylor's series on the transfer of ownership of local body software gained the prize for investigative reporting and won Bessey's praise for its clear style and because Taylor "was not afraid of digging for the story or telling the truth."

In awarding Taylor the prize for clearest writing, Bessey made special mention of his features on UNIX and Air New Zealand's micro-to-mainframe links.

"The judges looked for clear, crisp writing , which made it plain why the story mattered, which grabbed the reader at the outset, and which spread out the technical terms into penny packets, " said Bessey.

Local flavor

He said there was a much stronger local flavor to reporting than had been apparent before, with journalists "really getting their teeth into local issues."



Martin Taylor, assistant editor, Computerworld New Zealand

"If you read the bylines you will see a fair amount of headhunting has taken place. You will find that the standards of design and layout have improved when you compare this year's publications with last year's." said Bessey. "The whole business has become very competitive." ❑

PEOPLE

Marsha Lindsey is administrative assistant

Marsha Lindsey has joined International Marketing Services at IDG Communications as the administrative assistant for that department.

Lindsey previously worked in IDG's Accounting Department as a credit analyst for two years.

Prior to joining IDG, Lindsey worked at The MicroGroup, a small manufacturing company in Medway, Massachusetts where she was responsible for general office accounting work and providing assistance for the president with special projects. ❑

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

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NEW OFFICES

Ginny Forster, headquaters project manager/facilities planning at IDG Communications, recently announced the following new office openings:

IDG Communications/IDC
Chicago Regional Office
Suite 300
10400 West Higgins Road
Rosemont, IL 60018
(312) 827-4433

Computer Currents
Southern California Sales Office
3000 Ocean Park Boulevard
Suite 3000
Santa Monica, CA 90405
(213) 452-7530

Computer Currents
East Coast Branch Office
375 Cochituate Road
P.O. Box 9171
Framingham, MA 01701-9171
(617) 879-0700

Computerworld
Northern California Branch Office
500 Airport Boulevard
Suite 400
Burlingame, CA 94010
(415) 347-0555
(415) 328-8064

Computerworld
Southern California Sales Office
18004 Skypark Circle
Suite 255
Irvine, CA 92714
(714) 261-1230

CIO
6 Landmark Square
Floor 4
Stamford, CT 06901
(203) 359-5658

Happy Anniversary

One Year
Michael O'Neil - IDC
Marianne O'Neil - IDC
Shirley Gines - PCWCI
Nikolas Utpadel - CW/Germany
Sandra Comarond - CW/England
Ricardo S. Cordeiro - CW/Brazil

Two Year
Melissa Christie - CW
Jim Martin - IDG News
Christie Sears - CW
Riva Bennett - LINK
David Raths - IFW
Pierre Berger - CW/LMI/France
Nicanor Perez y Vega - CW/Venezuela
Paul Sanders - PCBW/England

Three Year
Stefanie Hoermann - CW/Germany
Philipp Ziegler - IDC Switzerland
Angela da Silva Massa - CW/Brazil

Four Year
Karen Mandell - CW
Ellen Staelin - IDC
Stephen Robbins - CW/P
Philippe Janiaux - CW/LMI/France

Six Year
Art Shields - IFW
June Jarest - CW/P

Seven Year
Jane Creighton - CW

Eight Year
Ann-Charlotte Berg - CW/Sweden

Nine Year
Dot Lanciloti - IDC

IDG

WORLD

UPDATE

VOLUME 17, NUMBER 39

SEPTEMBER 29, 1987

HighLights

Leading source

❑ They have worked diligently to position *Network World* in the minds of advertisers as a leading information source in the industry. *pg. 3*

Market vitality

❑ The vitality of the market in this part of the world is surpassed only by the dedication of the *China Computerworld* team as they serve its needs. *pg. 6*

Global position

❑ With increasing competition in the U.S., and sharper growth rates abroad, IBM and DEC are turning toward international markets. *pg. 5*

Inside

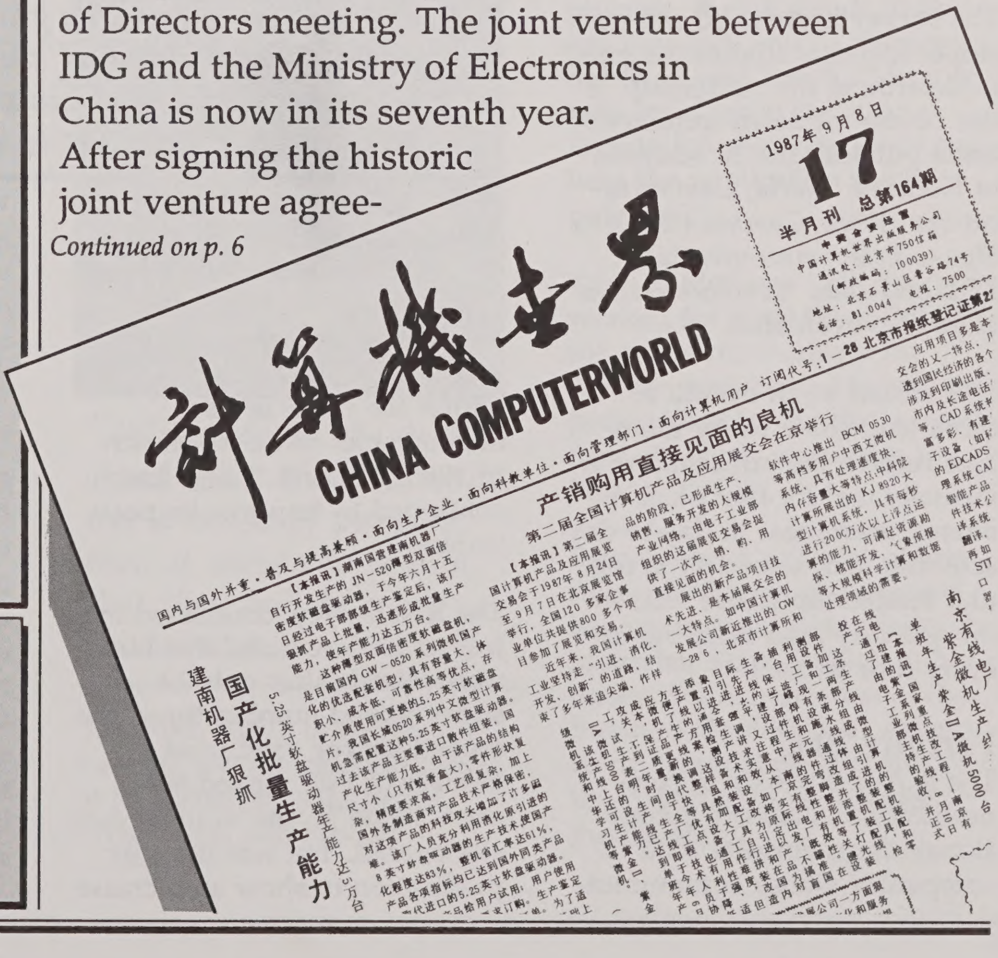
- ❑IDC Conference
- ❑Publish!
- ❑*China Computerworld*

China

"计算机世界: 38%利润差价"

In August China Computerworld held its Annual Board of Directors meeting. The joint venture between IDG and the Ministry of Electronics in China is now in its seventh year. After signing the historic joint venture agree-

Continued on p. 6



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计算机世界

CHINA COMPUTERWORLD

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产销购用直接见面的良机

第二届全国计算机产品及应用展交会在京举行

国产化批量生产能力

5.25 英寸软盘驱动器生产能力达5万台

建南机器厂狠抓

南京有线电厂

紫金微机生产线

紫金ⅡA微机5000台

NETWORK WORLD

THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES VOLUME 4 NUMBER 38 SEPTEMBER 21, 1987

▶ NORTHERN TELECOM

Northern broadside targets private nets

Meridian Customer Defined Networking scheme provides ISDN signaling, easier management.

▶ REACTION

Greene ruling wins approval of users

Tariffed, nontariffed options produce T-1 market turmoil

▶ DATA STRATEGIES

ISDN ventures into local net territory

#1 IN READERSHIP

ICA survey reveals strong position

Network World commissioned First Market Research of Boston to conduct an independent readership survey of the membership of the International Communications Association (ICA). The study, "Trade Publication Readership of the International Communications Association Members," reveals that *Network World* (NW) scored #1 in readership.

The survey is the third in a series of identical studies designed to determine the readership of the communication industry's trade publications. In addition to *Network World*, *Communications Week*, *Communications News*, *Telecommunications*, *TPT* and *Data Communications* were also evaluated.

NW scored #1 in overall receivership (how many members receive the publication); it virtually tied for first place in overall usefulness in day-to-day activities and scored #1 in regular readership (those who indicated they read three out of every four issues.)

Fortune 1000

The ICA is made up of communications industry professionals from Fortune 1000 companies whose communications budgets are $1 million or more. Seventy percent of the member companies post revenues in excess of half a billion dollars and employ 5,000 people. All are decision makers involved in some phase of the communications purchasing process, with 55% responsible for the purchase approval of both voice and data products.

"The ICA study is a benchmark in the communications industry," said Publisher **Gary Beach**. "This is an elite group of buyers, and we all compete for 'share of mind' and recognition within the ranks of its membership. Since its launch in 1985, *Network World* has continued to improve its positioning."

The first survey, conducted in July of 1986, revealed that *Network World* (after only 14 issues) ranked number three; the second survey conducted in January of 1987 ranked *Network World* in the number two slot overall, but was the only publication to show an increase in readership. The most recent survey placed it in the top position.

Gained acceptance

"It is clear that editorial content of *Network World* has gained acceptance among the ranks of ICA members," said Editor **Bruce Hoard**. "They have accepted the premise that networking is the key to the integration of computer and communications technology, and *Network World* is the authoritative source of information in this arena.

"The ICA study is a benchmark in the communications industry ... This is an elite group of buyers and we all compete for 'share of mind' and recognition within the ranks of its membership. Since its launch in 1985, Network World has continued to improve its positioning."

"Much of the credit goes to key staff members who created and have maintained the journalistic integrity of the book, including **Steve Moore**, features editor; **John Gallant,** managing editor; **John Dix,** assistant managing editor, news; and **Lisa Guisbond**, assistant managing editor, production. Without their dedication we could not have come this far in such a short period of time."

Continued on page 8

Network World

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Tariff

Beach is publisher

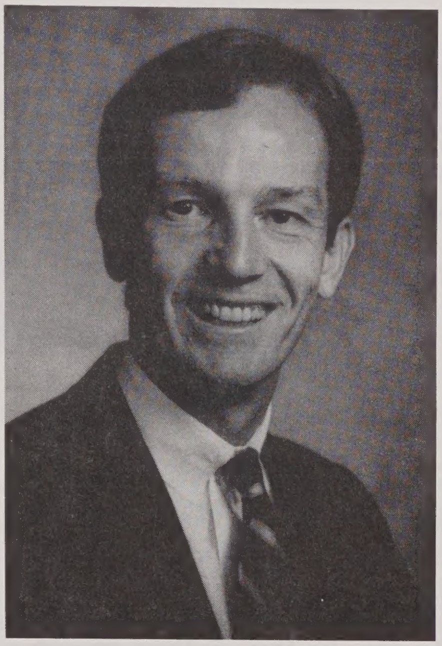
Gary Beach has been named publisher of *Network World.* In his new position, Beach will oversee all operations at the publication, including the editorial, marketing, advertising, sales, and circulation departments.

"Gary's extensive marketing, management, and research experience in the publishing field will help him lead *Network World* into its second phase of growth," said **Jim Povec**, president of CW Publishing.

Beach brings over a decade of experience with top technology publishers to *Network World.* He joins the publication after six years in sales management with McGraw-Hill's *Data Communications* magazine in New York City. He was most recently national sales manager, and prior to that, district manager for the Atlantic and Eastern regions. He also served two years as director of research for McGraw-Hill Research, Inc.

"As a competitor I had the utmost respect for *Network World,*" said Beach."I was impressed by the impact of the publication in the marketplace in the year and a half since its launch."

According to Beach, what attracted him to the position was the high quality of the editorial product and its potential to surpass the competition and become number one in the industry.



"When people are excited about what they do, and feel a sense of purpose, then it stands to reason that they will be more productive."

"*Network World* is clearly answering the information needs of its audience," said Beach. "When you combine its integrity with the fact that it is a major player in the fastest growing industry in the world, you can see the excitement of the whole thing."

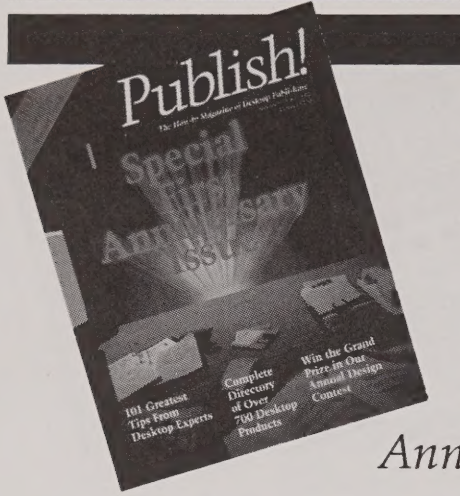
Beach believes his job is to foster a creative and productive environment that encourages employees' personal and career growth.

"When people are excited about what they do, and feel a sense of purpose, then it stands to reason that they will be more productive," said Beach. "My role is to build upon the strong foundation that is in place and help the publication reach its potential."

Prior to McGraw-Hill, Beach worked for MacMillan Publishing as district manager for *Teacher* magazine. He was also project director for the research firm of Hagen Associates in New York City.

Beach holds a bachelor of arts from Manhattan College and has accrued graduate credits at Montclair State College in New Jersey. He is a member of the Business/Professional Advertising Association and also of the Association of Business Publishers. ❑

Publish!

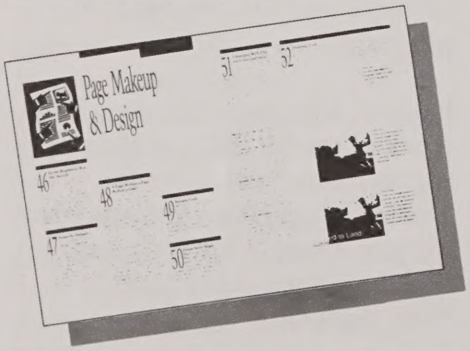

Publish!
The How-to Magazine of Desktop Publishing
Special Anniversary Issue
101 Greatest Tips From Desktop Experts
Complete Directory of Over 700 Desktop Products
Win the Grand Prize in Our Annual Design Contest

Captures 72% of ad revenues

Anniversary issue features 101 desktop publishing tips

Publish!, the How-To Magazine of Desktop Publishing, released its first anniversary issue in September. According to PCW Communications Vice President and Group Publisher **Jim Martin**, more than 60,000 readers buy *Publish!* each month.

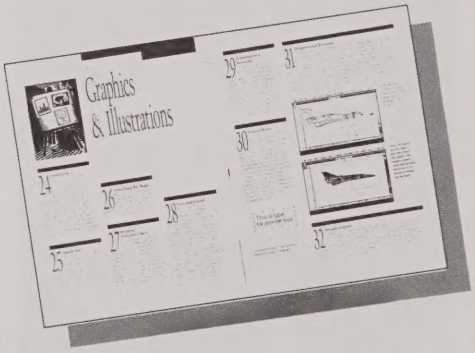
"*Publish!* currently captures 72% of the advertising revenue in the desktop publications market -- an extraordinary feat for a year-old magazine," said Martin. "*Publish!* will continue to set the pace for this market."



The special September issue featured:

❐ A 27-page section of how-to material covering typography and text formatting, graphics, page makeup, printing and typesetting, and networks and telecommunicating.

❐ A product directory of more than 700 desktop publishing products -- software, hardware, and peripherals -- a complete set of prices and contact addresses.

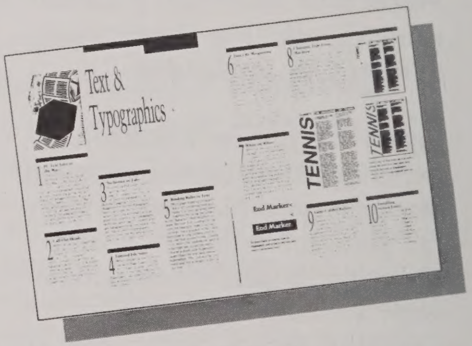


❐ A pull-out poster that describes and graphically displays sample laser printer typefaces.

"In the last year we've witnessed the tremendous growth and widespread adoption of desktop publishing technology," said Editor **Susan Gubernat**. "In this special anniversary issue we're not only celebrating the proliferation of desktop publishing on Macintoshes and PCs -- we're offering hands-on practical help for tens of thousands of new desktop publishers."

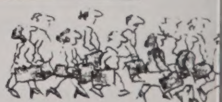
Special thanks

Special thanks go to **Jim Felici**, technical editor and **Bruce Raskin** for their work on the pull-out poster; **Christine White**, associate editor/products and **May Sue**, editorial assistant compiled the product directory and the how-to section was produced by **Jose Arcellana**, assoicate editor/features. **Howard Shintaku,** art director and **Monica Ames,** designer also contributed their creativity to give the book a unique look.



Copy editors **Julie Harris** and **Richard Johnson** "pulled things together in the end."

"Everyone put in long hours and extra effort to make the Anniversary issue the best it could be," said Gubernat.❐



IDG WORLD UPDATE

The Local Loop

VOLUME 17, NUMBER 38 SEPTEMBER 29, 1987

COPY EDITOR

Federal Computer Week is looking for a copy editor for the Editorial Department. Successful candidate will be able to edit for clarity, style and consistency, to write headlines and to proofread carefully. Some production work involved. One to two years experience working for weekly newspaper serving the federal government is required. Knowledge of AP Style particulary useful. Contact Valerie Norville, *Federal Computer Week*, 3110 Fairview Park Drive, Ste. 1040, Falls Church, VA 22042.

PROJECT MANAGER

InfoWorld is looking for a project manager in its Administration Department. Responsibilities include: working with *InfoWorld* staff to oversee *InfoWorld's* Target Editions, positioning editorial and circulation relating to Target Editions and developing overall production/sales strategies, initiating and monitoring related budget, and making sales calls pertaining to Target Editions. Applicant must have a minimum of five years experience in computer publication ad sales. Management experience is preferred. Must have established track record within the publishing industry. Contact Marcia Mason, *InfoWorld*, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602.

MARKETING COMMUNICATIONS SPECIALIST

Digital News is looking for a marketing communication specialist to assist in the preparation of sales tools, particularly in the area of writing, trafficking, and production. This involves participation in the design stage, getting quotes from printers, and checking all proofs prior to printing. Responsibilities also include writing and sending out press releases; maintaining/keying in a promotion list; ordering labels and sending them to the mail house; ordering checks for postage; ordering and sending lists to sales force on a monthly basis for their review; maintaining marketing communications portfolio of all promotion pieces prepared; assisting in record keeping of all invoices put through for payment; acting as support and back-up staff for marketing department; and participating in other appropriate projects as determined by the marketing director. The successful candidate should hold B.S. or B.A. in journalism or communications. Two years of experience in a Corporate Marketing Communications Department or an ad agency preferred. Contact Joan Dargan, 33 West St., 5th Floor, Boston, MA 02111.

STAFF WRITER

Computerworld is looking for a staff writer for the Editorial Department. Responsibilities include reporting and writing stories upon assignment from the news director or a senior editor, covering speeches at conferences and meetings, and conducting telephone interviews with a wide range of industry and public figures. Responsibilities also include producing usable news and technical section copy as required each week; generating story ideas as well as working on assignment, reading page proofs for typo-graphical errors and checking headlines in technical section in the absence of the senior editor; and performing other job related activites as required. At least 2-3 years of professional journalism experience - preferrably within the computer industry - is required. Education: university concentration in journalism or English; college courses in data processing or computer sience subjects helpful. Contact Paul Gillin, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

SURVEY OPERATIONS SUPERVISOR

IDC is looking for a survey operations supervisor for the Global Data Resources/MAST Department. Responsibilities include: supervising and coordinating all data collection and related activities for the QuikSurv program - a program designed to respond to a wide range of issues in the information processing industry through intensive data collection activity. Duties include: supervision and coordination of a survey team of up to 30, data entry, data integrity and completeness, maintenance files of all data collection activities. Good supervisory skills and experience in survey work required. Must be willing to learn quickly and work under pressure. Experience working with IBM or compatible PC, particularly dBase and/or SPSSPC+, is extremely helpful. Contact Judy Danielson, IDC, 5 Speen Street, Framingham, MA 01701.

WEST COAST CORRESPONDENT

Computerworld has an opening in its busy West Coast bureau for an experienced correspondent. As one of five editorial representatives based in our Burlingame office, California, you will be responsible for producing usable copy as required each week. You will report to the West Coast Bureau Manager who will assign you to cover stories of interest to computer industry vendors and data processing professionals that take place or originate on the West Coast. You will support the news gathering activities of existing bureau personnel, particularly in the coverage of stories of interest to the computer manufacturers and top data processing executives. Your areas of specialization will include large-systems, hardware and software and topics relating to managing an MIS organization. To qualify, you should be a self-starter and capable of working independently. You should possess a strong journalistic instinct, be able to write quickly and accurately for weekly deadlines and, most importantly, have demonstrated professional news reporting and writing skills. Familiarity with computer technology, companies, trend and products is a plus. To apply, send your resume and writing samples to: Paul Gillin, executive editor, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

SENIOR WRITER

CIO Magazine is looking for a senior writer. This individual should have experience in the information technology industry and understand the issues facing the MIS department. With this as a basis of expertise, the senior writer must be willing to let go of the bits, bytes and nitty-gritty details of systems, and must research, report and write about the problems facing information executives in managing the corporate information asset. The feature articles in *CIO* examine issues from the perspective of how *CIOs* position MIS as a highly visable and pivotal resource that contributes to the company's bottom line, how *CIOs* implement information technology to achieve a competitive edge for their companies, and how they are working to realign MIS to keep in step with the ever-changing business environment. This position offers the opportunity to thoroughly develop features ranging from technology trends to corporate and personnel profiles to general management issues. The ideal candidate will have two to four years of experience covering the information technology environment, including some management issue expertise. Salary commensurate with experience. Please send resume in confidence to Marcia Blumenthal, editor,*CIO Magazine*, 5 Speen Street, Framingham, MA 01701; or call IDC X-314.

COPY EDITOR

CIO Magazine is looking for a copy editor for the Editorial Department. Above all, this individual should be a thorough and capable line editor with one to two years magazine editing experience, preferably with a business publication. The successful candidate will demonstrate the ability to edit copy for style, organization and sense; to be a careful proofreader; to assist the managing editor in developing a distinctive tone for the magazine; and to write accurate, lively headlines. The ability to write occasional short "brights," product briefs and calendar items would be a plus, as would a grasp of information technologies and related issues. Salary commensurate with experience. Send resume in confidence to Lew McCreary, Managing Editor *CIO Magazine*, 5 Speen Street, Framingham, MA 01701; or call IDC X-618.

ADVERTISING COORDINATOR

Digital News is looking for an advertising coordinator for the Marketing/Sales Department. The advertising coordinator is responsible for the entry of all data pertaining to display and card deck advertising space including contract information. Specific responsibilities will include: telephone contact and support of clients, agencies and sales offices, customer service and correspondence, and scheduling of advertising from verbal and written orders. The advertising coordinator also handles all billing functions for classified advertising and assists classified personnel as necessary. In addition, the coordinator is responsible for the file maintenance of all advertising contracts and billing information. The coordinator will also process all credit/debit paperwork. Experience and education required: Candidates must have good math skills, some computer familiarity and a pleasant phone manner. Accounting experience or college degree helpful. Contact: Cathy Lawrence, *Digital News*, 33 West Street, 5th Floor, Boston, MA 02111.

CUSTOMER SERVICE REPRESENTATIVE (SPECIAL PRODUCTS)

CW Peterborough is looking for a customer service representative. Responsibilities include: Order entry (subscriptions, single and special issues); maintaining a subscriber list and mails renewal letters; recording and depositing payments; telemarketing (out-going and in-coming calls); tracking product inventory; prepareing monthly sales summaries. Contact Paul Finch, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

INTERNSHIP IN MARKET RESEARCH

IDC Technical Computing Research Service seeks a part-time intern to assist in research, vendor and user surveys, and client service. The internship is ideally suited to students majoring in liberal arts with proven research, writing and communications ability. Knowledge of computer technology is not required. However, familiarity with computers and software -- particulary Lotus 1-2-3, dBase III and Wordperfect -- would be helpful. Skills required: Excellent communications skills, including writing and interpersonal communication, numbers-handling facility (basic math skills and knowledge of basic algebraic concepts), energy, and enthusiasm. Send resume, writing sample (any topic), and brief letter describing your skills, past employment, and interests to Marcia Brooks, Senior Analyst, International Data Corporation, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200.

CLASSIFIEDS

'84 HONDA ACCORD LX HATCHBACK, gray/gray, 5-speed, ETR AM/FM stereo cassette, cruise control, power steering & brakes, 73K miles, original owner, excellent condition, all service records. $5900. Bill Berghauer, IDG ext. 621 or 783-9197 nights/weekends.

MARK YOUR CALENDAR

October 14	9:30 - 10:30 a.m. New Employee Orientation IDC Boardroom 5 Speen Street, second floor Framingham, MA All new employees must attend
October 15 - 16	IDG Communications Corporate Sales Training IDG Communications Boardroom 5 Speen Street, second floor Framingham, MA Contact Linda Bowes, IDG x554

IDC

Sellout crowd

IDC conference examines the race between IBM and DEC for global dominance

On September 21-22, 1987, IDC sponsored a two-day conference titled, "IBM and DEC: A Global Perspective," at the Hyatt Regency in Brussels, Belgium.

A sellout crowd of over 250 senior executives from major vendor organizations attended. Conference organizers promoted the event in England, France and Germany. Delegates registered from countires throughout Europe as well as Scandinavia.

Global position

The conference focused on IBM's and DEC's positions in the global technology marketplace. A series of presentations, given by top DEC and IBM executives and IDC senior analysts, examined each company's strengths and weaknesses in Europe, their impact on state-of-the-art technologies, and their effectiveness as global marketers.

> *"The phenomenal turnout at this conference indicates the enormous interest in the activities of these two giants as the technology market broadens. "*

"With increasing competition in the U.S. and sharper growth rates abroad, IBM and DEC are turning toward international markets," said IDC Senior Vice President **Tom Willmott**. "The phenomenal turnout at this conference indicates the enormous interest in the activities of these two giants as the technology market broadens. All eyes are on each company's next move."

According to **Jennifer Warnock** of IDC's London office, the reaction was extremely positive and enthusiastic on the part of attendees.

Waiting list

"The interest in this topic was enormous," said IDC Director of Marketing **Carol Spoch**. "We had to turn people away at the door and had a very long waiting list of anxious attendees."

IDG Chairman **Patrick McGovern** opened the conference with a discussion of "The Global IT Marketplace." He assessed the changing patterns of worldwide competition in light of the increasing globalization of the information technology industry.

DEC Marketing Director **Barry Nay** discussed the company's role as the leader in computer networking technology.

IBM's Marketing Development Director, **Pierre Hessler**, reviewed IBM's strategy in Europe as the corporation combats increasing competition from European and Asian vendors.

Other speakers and topics included IDC Vice President of Systems Research, **David Moschella**, "Digital Equip-

Continued on page 8

CW China publishes largest issue

Continued from page 1

ment in Moscow to publish *PC World U.S.S.R.*, Chairman **Pat McGovern** flew to Beijing , China, to attend the meeting.

China Computerworld's general manager, **Chen Mingkun**, reported another record year of growth for the company. Sales surpassed US $2 million with a 38% profit margin.

Market vitality

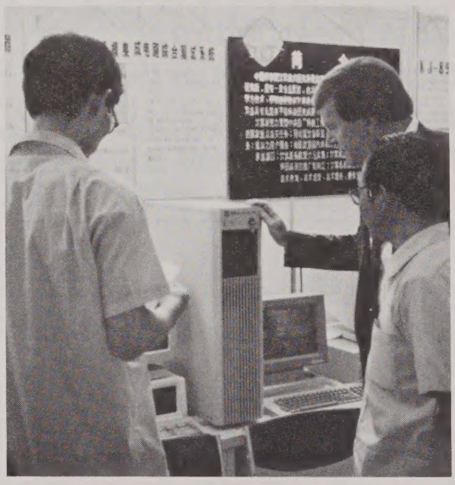
"It is gratifying to see the continued growth and productivity of our China operation over the last seven years," said McGovern. "The vitality of the market in this part of the world is surpassed only by the dedication of the *China Computerworld* team as they serve its needs."

Mr. Chen also reported that *China Computerworld* had just published its largest issue -- 80 pages. The tabloid will increase its frequency from biweekly to weekly this fall to meet the market's increasing demand for information.

Larger facilities

The publication's growth and the expansion of its monthly magazine, *China Computerworld Monthly*, requires that the company move to larger facilities next year. According to Mr. Chen , the staff is looking for an appropriate site in the city of Beijing to build a new office building that will allow for continued growth over the next ten years.

The president of Bei Fung Computer Company of Beijing, discusses his new BF-386 computer, with both MS-DOS and Xenix operaing systems, to (left to right) Mr. Chen Mingkun, general manager of China Computerworld, Pat McGovern, chairman of IDG, and his wife Lore McGovern.



Chairman Pat McGovern inspects Chinese-built file server for use in local area network at a recent computer exposition in Beijing.

"*ChinaComputerworld* commands great respect in all sectors of the computer industry and user community in China," said Leblois. "We have just begun to tap the vast reservoir of opportunity there. I'm happy to say that our Chinese partners are well positioned to take advantage of the increasing demand for information, as technology usage becomes more widespread."

Hosts in 1988

During the first week of June 1988, China Computerworld and Chairman Xu Jingshou and Mr. Chen will host IDG Communications Annual International Managers Meeting. Preparations are under way and progress was discussed during McGovern's visit.

Beijing exposition

While in China, Pat McGovern and his wife, Lore, visited a major computer exposition and trade show escorted by Mr. Chen. "The sophistication of the products on display was impressive," said McGovern. "This vitality of the exhibition underscores the need for *China Computerworld* and *China Computerworld Monthly*." ❑

PEOPLE

Jim Martin named group publisher

Jim Martin was recently named group publisher of PCW Communications.

In this capacity, Martin will be responsible for planning, organizing, and coordinating all the advertising sales and marketing activities of the company, and will supervise publishers on each individual publication. A primary component of this position is to ensure that the publications are positioned properly in the marketplace, and marketed aggressively.

Martin will continue to have overall responsibility for achieving advertising sales revenue objectives, as well as a new assignment to manage and achieve bottom line profit goals for all PCW publications. In this regard he will interact closely with the editor-in-chief and circulation director to optimize overall publishing results.

Since joining PCW Communications in October, 1984, Martin has held positions as national advertising sales/marketing director, associate publisher, and publisher, and was elected vice president of the company in December, 1985.

Jim has a wealth of experience in marketing and advertising sales, most recently as advertising sales director for *Digital Review*, published by Ziff-Davis. ❑

Slingluff Eastern sales manager

Peter Slingluff has been appointed Eastern sales manager for Computers In Science.

Slingluff's territory includes New England, the Mid-Atlantic and Southeast areas, based out of the Peterborough office.

Slingluff most recently worked in the Computerworld Natick sales office. Previously, he worked in New York for Ziff Davis in advertising sales and for Ally Gargano Advertising wherw he was in media.

A native of Waitsfield, Vermont, Slingluff is a graduate of St. Lawrence University in Canton, New York. ❑

Root named science editor

John W. Root, Ph. D., has been appointed science editor for Computers In Science.

Currently president of Los Alamos Computing Services Inc., a consulting firm specializing in scientific worksite computing, Root will be coordinating reviews of computer software and hardware, in addition to conducting *Computers In Science* original benchmark studies of new technology.

Root has over 20 years of experience as a professor of chemistry, University of California, Davis, and as a member of the research staff at Los Alamos National Laboratory. He has coauthored 150 papers and presentations, and edited three books.

Root holds a Ph.D. from the University of Kansas and a Certificate of Postdoctoral Studies from the University of California, Los Angeles. ❑

#1 position

Continued from page 2

According to Sales Director **Ron Mastro**, *Network World's* enthusiastic sales force is poised to take full advantage of this new study. "They have worked diligently to position *Network World* in the minds of advertisers as a leading information source in the industry. This new study will have a major impact on the market as it fully substantiates our #1 position.

"In addition, the major support of *Network World's* editorial revealed by this study will change the view of many advertisers who have been watching the book. I see a significant increase in advertising activity in *Network World* in the first quarter of next year." ❑

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

IDC Conference a sellout

Continued from page 5

ment's Worldwide Strategic Direction; " Goldman Sachs & CO., Vice President, **John Levinson**, "The Financial Outlook;" and IDC Vice President Corporate Research, **Will Zachmann,** "The Impact of Technological Change on the European Market;" IDC's DEC Advisory Service Director, **Bob Randolph,** "Digital's European Sales and Marketing Strategy;" and IDC Vice President of Communication Research, **Kim Myhre,** "IBM/DEC and the Development of Network Architecture Standards."

Special thanks go to **Elizabeth George** , IDC France, **Annalieka Nagel**, IDC's European Research Center, and **Sandra Wesselman,** IDC Benelux, for their help registering and greeting attendees.

Based on the turnout and response to this year's event, organizers foresee repeating the conference again next year. ❑

Happy Anniversary

ONE YEAR

Elizabeth Phillips - CW
Susan Thaxter - CW
Lisa Rothemund - IDC
James McGarry - IFW
Antoinette Therese May - CW/P
Andreas Silbermann - CW/Germany
Philippe Mingori - CW/LMI/France
Duncan Hughes - CN/England
Vladimir A. de Souza - CW/Brazil
Ricardo S. Cordeiro - CW/Brazil

TWO YEAR

Barbara Gleusner - IDC
Carol D'Agostino - LINK
Eric Lach - IFW
Peter Tegelberg - CW/Sweden
Maria Olivia C. Araujo - CW/Brazil

THREE YEAR

Mary Moran - CW
Michael Wuertz - IDC Germany
Sandra Wesselman - IDC Benelux
Simon Kelly - Lotus/CW/London
Angela da Silva Massa - CW/Brazil

FOUR YEAR

Liz Johnson-Morris - IDG Marcomm Group
Steve Twombly - CW/P
Dorothy Mager - IDG

FIVE YEAR

Ann Marie Bodge - IDG

SIX YEAR

David Brown - IDC

SEVEN YEAR

Steve Woit - IDG/C
John Hart - IDC
Ellen Rahmann - CW/Germany

EIGHT YEAR

Howard Happ - CW/P

IDG
# WORLD
UPDATE

VOLUME 17, NUMBER 40 OCTOBER 8, 1987

HighLights

Federal Computer Week
❑ Federal marketplace is booming and demand for *FCW* far exceeds supply. *pg. 2*

Global Data Resources
❑ Computer installation file achieves 90% rate of currency. *pg. 3*

CW Publishing
❑ Celebration of 20 successful years. *pg. 4*

Inside

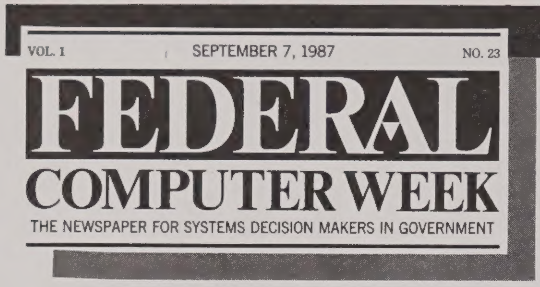
- ❑ ***CW Mexico/France***
- ❑ ***John Griffin***

CW Publishing

Happy Anniversary

On October 2 the staff of CW Publishing celebrated the company's 20th anniversary at a party held at the Glen Ellen Country Club. Over 250 Computerworld, Network World, IDG Marcomm, Conference Management, and IDG Communications corporate headquarters employees and their families attended.

Computerworld Editor Bill Laberis (left), Computerworld Senior Art Director Tom Monahan and CW Publishing President Jim Povec toast 20th anniversary of CW Publishing.



VOL. 1 SEPTEMBER 7, 1987 NO. 23

FEDERAL COMPUTER WEEK

THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT

Circulation up 25%

$20 billion federal marketplace is booming

With its September 7 issue *Federal Computer Week's* circulation increased by 25%, reaching over 50,000 subscribers.

Over $20 billion has been allocated to be spent in 1988 on computer and communications products and services. According to Publisher **Fritz Landmann**, vendor organizations cannot afford to ignore this lucrative arena, and those that do will loose out on business opportunities that may never be found in the corporate marketplace.

"The federal marketplace is booming. Government decision makers are in need of reliable information to help them in their systems purchasing activities, and advertisers are looking for a proven vehicle to reach this audience. *FCW* wins on both accounts," said Landmann.

Application increase

Since *FCW*'s March 23 launch, the publication has been deluged with signed, completed subscription applications from individuals who are involved in purchasing information technology products and services for the federal government.

"After publishing only 15 issues, we increased the circulation because the demand for *FCW* far exceeded the supply," said Landmann. "We knew there was a great need within the federal market for a weekly newspaper that reported the news as it happened and provided insightful analysis of policies and procedures. And we realized the value that *FCW* would have to Information Resource Managers, agency and contracting officials, and technical managers who are involved in setting ADP budgets and determing technical requirements."

> *"We increased the circulation because the demand for FCW far exceeded supply."*

"What took us by surprise was the immediate acceptance and visibility *FCW* attained in such a short period of time."

Strict qualification

Not all applicants meet *FCW*'s strict qualification guidelines. Each application is screened and evaluated to make sure the individual meets the publication's reader profile before being accepted. Those individuals who meet the requirements then receive a subscription to *Federal Computer Week.*

"We are after quality, not quantity. Advertisers rely on us to consistently deliver decision makers involved in major technology purchases," said **Dave Topus**, national advertising director. "Our qualification procedure ensures this."

Advertiser bonus

With the 25% circulation increase, advertisers will reach a bonus circulation of 10,000 additional qualified individuals, without increasing their 1987 advertising costs. In addiion, *FCW* advertisers can increase the number of impressions they have on their target audience to 2.5 million a year.

"By increasing *FCW*'s reach, we are delivering on our promise to advertisers to help them make a cost-effective and lasting impression on the federal marketplace," said Topus.

Global Data Resources expands business

Achieves 90% currency rate for installation file

IDC's Global Data Resources (GDR), under the direction of President **Paul Earl**, will triple its sales by year-end. In the first three quarters of 1987, GDR has already generated over $1.6 million in business compared to $695,000 in 1986.

"We are in the process of building a very competitive business and have only begun to tap the potential," said Earl. "We have been in head-to-head competition with Computer Intelligence and Focus, and won some very big contracts with TRW, EMC, Bell Communications and QMS. Our databases, survey services and other products are very competitive and are gaining recognition.

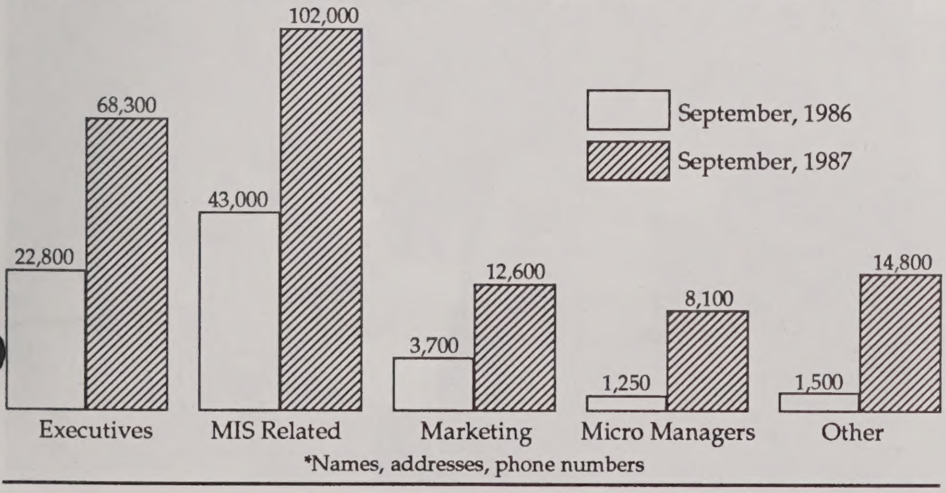
"We have also made great strides to improve the quality and quantity of our data, and have recently reorganized and expanded our operation. These changes will help us continue to capture greater market share and better serve the information needs of both IDC and IDG Communications."

According to **Gail Odeneal**, group director of database development, the installation file is almost 90% current compared to a currency rate of 58% a year ago.

Return on investment

"A key to improving our business performance, has been strengthening our data collection capabilities," said Odeneal. "We now have more in-depth current information on more computer installations worldwide than ever before." (See charts)

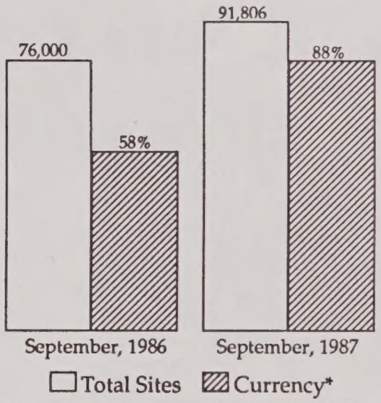
NUMBER OF KEY CONTACTS CONTAINED ON DATABASE*



*Names, addresses, phone numbers

The Global Data Resources Group has modified its organizational structure and appoint ed two new group directors. "In order to capitalize on the investments made to date, to better serve the information needs of business units within the company, and ensure fast growth, and achieve profitability, we have made a number of changes," said Earl.

TOTAL DATABASE CURRENCY



*Currency rate is the number of sites contacted and updated within the last 12 month period.

Cost effective delivery

Data processing activities are being integrated into key related business units within GDR in order to facilitate development and order fulfillment needs. The current Park Street Data Processing Operation will be in transition over the next 60 days. **Mike Raimondi**, group director of marketing, sales, and client service, will oversee the client

Continued on page 6

COMPUTERWORLD

IBM fires up 3380 performance

INSIDE

Booster shots for 3B minis

IMS gateway precursor to peer-to-peer access

Twenty succ

According to President **Jim Povec**, "For 20 years this company has produced information products of the highest quality. This gathering recognizes the continuing efforts of a talented group of individuals."

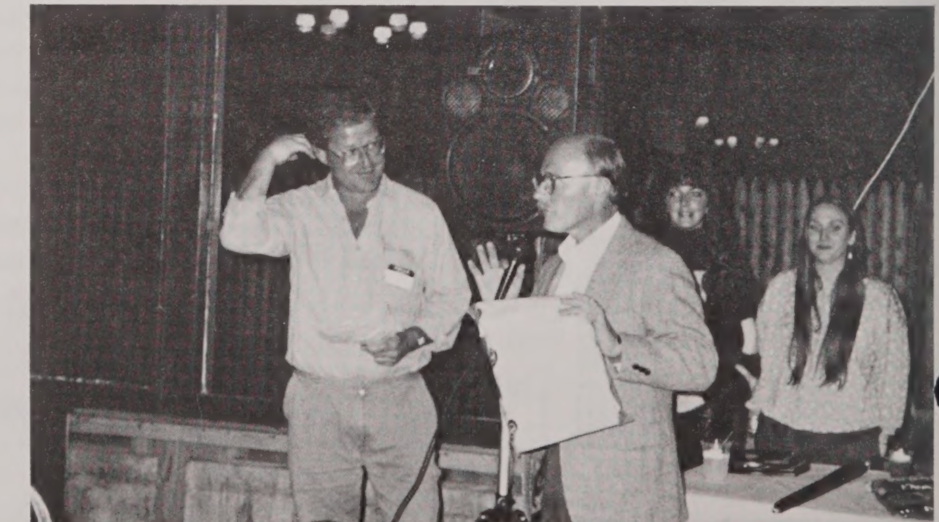
The event began in the early afternoon and included golf, tennis, and volleyball activities. The party concluded that evening with dinner and dancing. **Martha Stewart** and **Jennifer Johnston** of Jim Povec's office organized the event.

"For over 20 years CW Publishing has been a leader in consistent and superior delivery of information products to the industry," said Pat McGovern. "We all look forward to another 20 successful years ."

Special award

A special award was presented to IDG President **Walter Boyd** by Jim Povec and IDG Chairman **Pat McGovern** on behalf of CW Publishing employees. The award was given in recognition of his leadership and contribution to the establishment and growth of the company since 1967.

IDG President Walter Boyd after receiving "Appreciation Award" from CW Publishing employees. ▲



Ed Marecki, Computerworld vice president of sales, receives golf award as Tom Monahan looks on. ▶

essful years

NETWORK WORLD

THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES VOLUME 4 NUMBER 40 OCTOBER 5, 1987

▶ GROUP BUYING

Co-op inks cut-rate PBX pacts

NEC, NTI sign to supply Amerinet.

BY KARYL SCOTT

IBM/Rolm to unveil new PBX architecture?

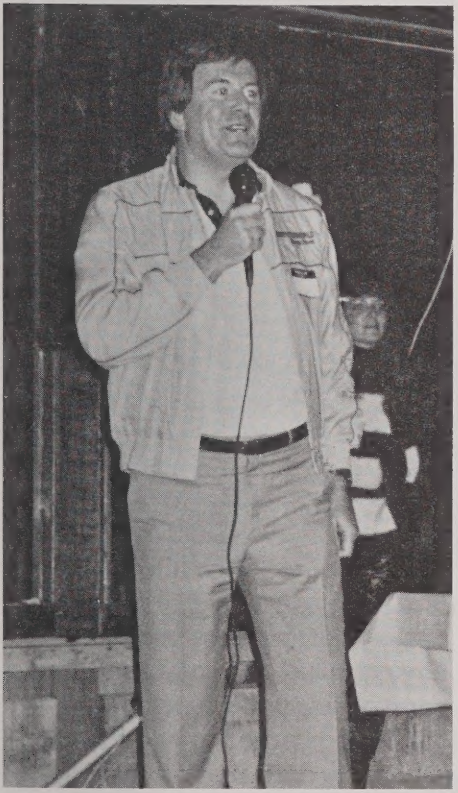
▶ SWITCH SHIFT

IBM to revamp Rolm PBX design

Big Blue breaks with proprietary

BY PAM POWERS

"I want to congratulate the employees and managers of CW Publishing on the occasion of their 20th anniversary," said IDG Communications President **Axel Leblois.** "The hard work and dedication of the special team of people at CW Publishing is exceptional."



"For over 20 years CW Publishing has been a leader in consistent and superior delivery of information products to the industry."

▲

From left to right: Steve Teozski, Paul Mercer, Sue Petrowski, Peter Kelly, Jim Kotsaftis, Mike D'Onofrio, John Kushinsky.

◀

From left to right: Chuck Ladouceur, Marina, Bonacci, Mary Campo.

▶

CW Publishing employees enjoy dinner and dancing at 20th anniversary celebration.

Cost effective product delivery

Continued from page 3

order fulfillment area of this group.

Survey services, including basic surveys for various IDG Communications publications, clients, and QuikSurv activity have been consolidated into a single unit under the direction of **Judy Danielson**. Danielson has been appointed director of survey services, reporting to Gail Odeneal. "This consolidation of our survey resources will also enable us to deliver more cost effective products to clients," said Odeneal.

Ken McPherson is director of business development and international planning, for the Global Data Resources Group. "Doubling our business each year over the next couple of years will require considerable development of new applications and new products that leverage our existing core databases and survey activities. Ken will be important in identifying opportunities, marketing, and selling on a global basis," said Earl.

Mikita joins team

Rich Mikita has been appointed group director of database applications, and reports directly to Paul Earl. He is responsible for the processor census, the user panels, and buying intentions activities, research database, and other analytical and consulting activities. Mikita is also responsible for the data processing operations relating to the research activities, data collection, and the maintenance and building of core databases.

Mikita has been with IDC for two years in product development and management roles within the vendor group. Most recently, he was director of IDC's processor programs. In the spring of 1987 he received the James Peacock Memorial Award for outstanding performance.

"Rich's capabilities in product delivery, applications development, marketing, and technology applications will be enormous assets to the GDR group in the evolution of its business over the coming years," said Earl.

IDG Chairman Pat McGovern presenting Rich Mikita with the James Peacock Memorial Award last June.

ONTRAK

Liz Johnson will join GDR as managing director, ONTRAK Services, a new business area of development for the group. ONTRAK helps companies measure the effectiveness of their marketing campaigns, monitor customer satisfaction, and carefully plan their marketing strategies.

Liz Johnson

According to Johnson, "The cost of promotion as well as an intensely competitive business environment, demand that companies, particularly in the technology arena, measure the return on their marketing dol lar, and take maximum advantage of all the resources available to them. IDC has the means and knowledge to help them plan their promotion strategy and ensure marketing effectiveness."

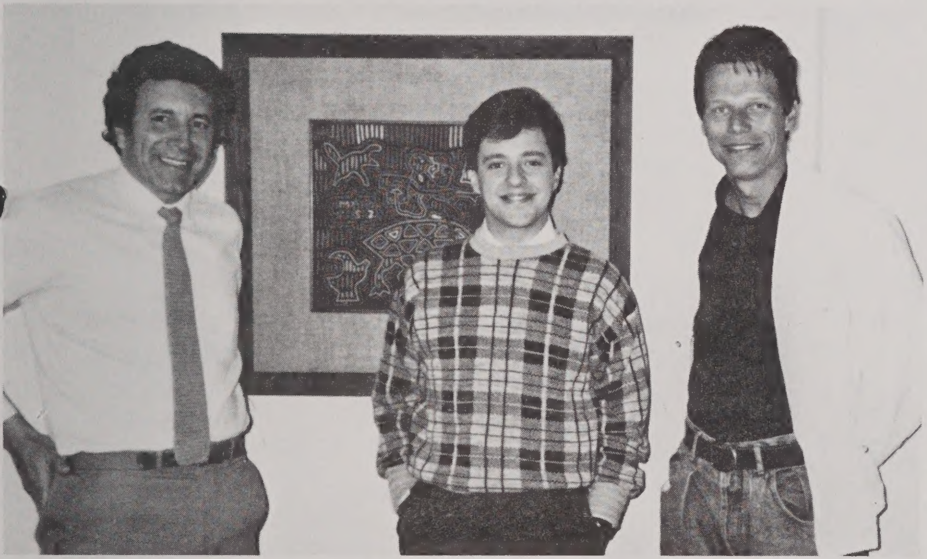
Johnson's responsibilities will include integrating, packaging, promoting, and selling the database, and the survey and analytical capabilities of GDR to marketing and advertising executives. The range of services include before and after advertising awareness, customer satisfaction, lost business review, competitor product positioning, prospect awareness, and deal-level pricing analysis.

Johnson joins GDR from the IDG Marcomm Group where she was managing director, advertising and public relations.

"Liz will also assume a leadership role in the marketing and promotion activities of the entire Global Data Resources Group," said Earl. "We are fortunate to have a professional of Liz's capabilities in our group."

"As we enhance the capabilities of Global Data Resources, we will continue to improve the level of service to our internal as well as external client bases and build a competitive business unit," said Earl. ❑

France/Mexico



Managers meet ***Leonid Tkatchenko*** *(far right), deputy chief editor of Telecoms International, the Paris-based IDG Communications publication, recently visited CW Mexico. He updated General Manager* ***Henry Morales*** *(far left) and Chief Editor* ***Claudio Canciola*** *(middle) on recent developments in France. Morales also shared information on recent activities in Mexico. Tkatchenko briefed them on CW France's organization of RESOCOM'88, the world congress on networking and telecommunications, to be held in February of 1988 in Paris. Morales discussed the launch of his new publication, PC Mundo and the organization of Compu-Mundo '87, the first all-Mexican computer exposition to be held in November of 1988. Managed by Executive Editor* ***Antony Palmer****, PC Mundo premiered in September and will be published monthly.*

PEOPLE

PCWCI names vice president

John Griffin was recently named vice president and circulation director of PCW Communications.

In this position, Griffin will be responsible for the circulation of all PCW Communications publications. This includes all circulation and single copy promotion, and participating in creating a strategy for each magazine to achieve database goals.

Griffin previously was vice president of circulation and publisher of several titles at Rodale Press in Emmaus, Pennsylvania. He spent nine years at Rodale, during which time he supervised three magazine launches, as well as three major successful newsletter start-ups.

Prior to Rodale, Griffin held various positions, including managing editor, advertising manager, and circulation manager with *The Exceptional Parent* magazine in Boston. He began his career as an editor and is the author of several books and numerous magazine articles.

"I am looking forward to being a part of both PCW and IDG, and working to reach our rate base at the maximum possible profit," said Griffin. "My goal is to have the best circulation department in the magazine business."

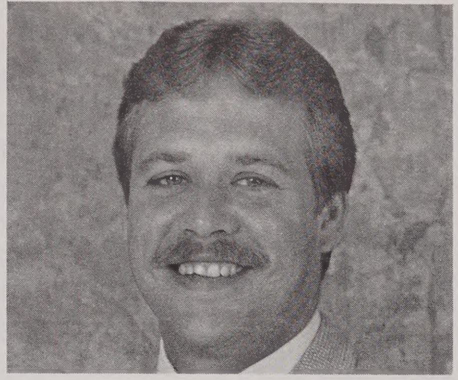
Continued on page 8

Continued from page 7

Griffin holds a B.A. in English from Wesleyan University. He enjoys tennis, bicycling, fishing, and other outdoor activities, and recently relocated to the Bay Area with his wife Claire and their two young children. ❑

Chris Glenn is account exec

Christopher R. Glenn has been appointed telemarketing account executive at IDG Communication *Computerworld* Recruitment division in Framingham, Massachusetts. Working with **Barbara Murphy**, the Western regional manager, Glenn will be responsible for Western recruitment advertising, selling space in *Computerworld* and *Computer Careers Network*, IDG Communications' regional and national computer recruitment advertising network.



For the past three years, Glenn has been a project manager for the sales promotion department of the IDG Marcomm Group. In addition to his position with the Marcomm Group, Glenn wrote the "Dealer Snapshot" column for *Computer Currents*, IDG Communications' regional computer news magazine.

Prior to joining the IDG Marcomm Group, Glenn acted as public relations and advertising counsel to W.D. Enterprises, Dayton, Ohio, owner of G.D. Ritzy's restaurants.

Glenn holds a B.S. in journalism from the E.W. Scripps School of Journalism at Ohio University. He is a native of Huber Heights, Ohio, and currently resides in Framingham, Massachusetts. ❑

◆ ◆ ◆ ◆ ◆

IDG WORLD UPDATE

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Larry Bishop
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Susan Perry
Christine Sheroff
Melissa Strayton
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Happy Anniversary

One Year
Mary Boston - DNP
Leonard Grzanka - DNP
Janice Tritto - DNP
Emily Bower - PCWCI
Stefan Gutermuth - PCWCI
Joann Thomas Vella - IFW
Christoph Nerke - CW/Germany
Thierry Grelet - CW/France
Mikael Hoog - CW/Sweden
Ralph Bancroft - CW/London
Aristocles C. M. Lima - CW/Brazil

Two Years
Heiderose Ebert - CW/Germany
Merete Hvidt - CW/Switzerland

Three Years
Madeleine M. Spencer - IDC
Mary Dana Noonan - PCWCI
Ingrid Holzbauer - CW/Germany
Ron Tomlinson - IDC Australia
Nadine Pahus - CW/France
Kate Brown - IDC/Europa
Francis Pearce - CW/Asia

Four Years
Mary Doyle - CW
Ronald Mastro - CW
Beate Kneuse - CW/Germany

Five Years
Maria Elianedos Goncalves - CW/Brazil

Six Years
Kathleen Gow - CW
Karin Giffhorn - CW/Germany
Lucienne Bosser - CW/France

Seven Years
Raylene Robinson - IDC
Patricia Gaudette - CW

Eight Years
Eckhard Utpadel - CW/Germany

Thirteen Years
Birgitte Schleibinger - CW/Germany

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 41

OCTOBER 14, 1987

HighLights

Friday newsletter

❑ CW Australia newsletter enhances communication. pg. 2

IDG News Service

❑ Stories can be filed from COMDEX press room. pg. 2

80 Micro

❑ New focus addresses readers' needs. pg. 6

Inside

❑ Tour of Belgium and Scandinavia

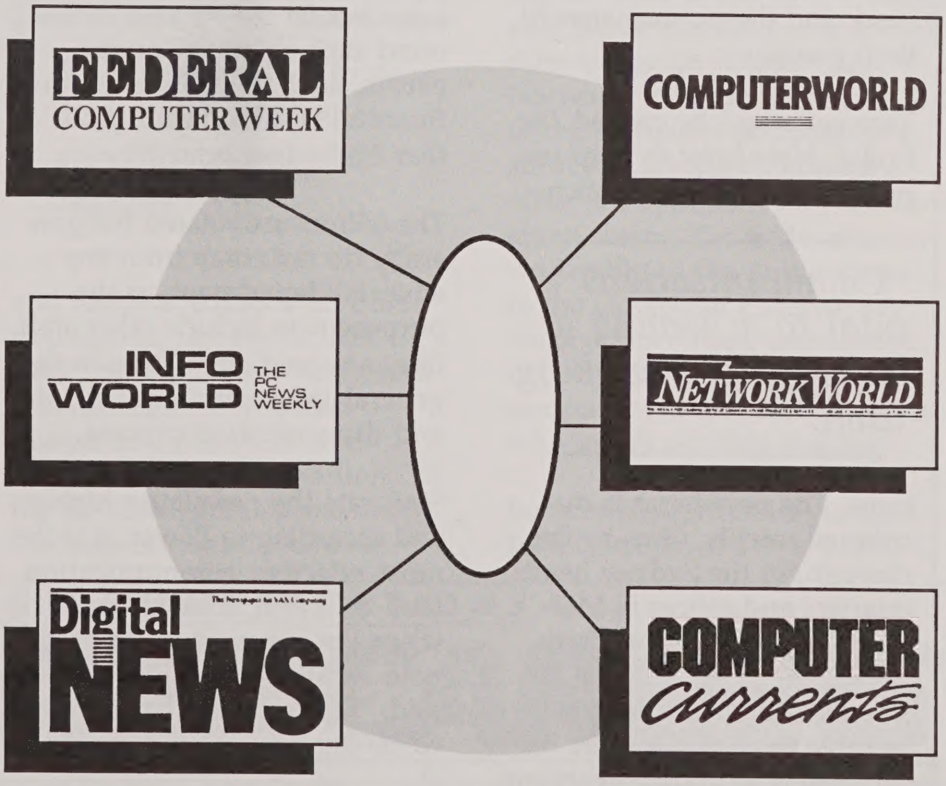
❑ CW France

Computer Careers Network

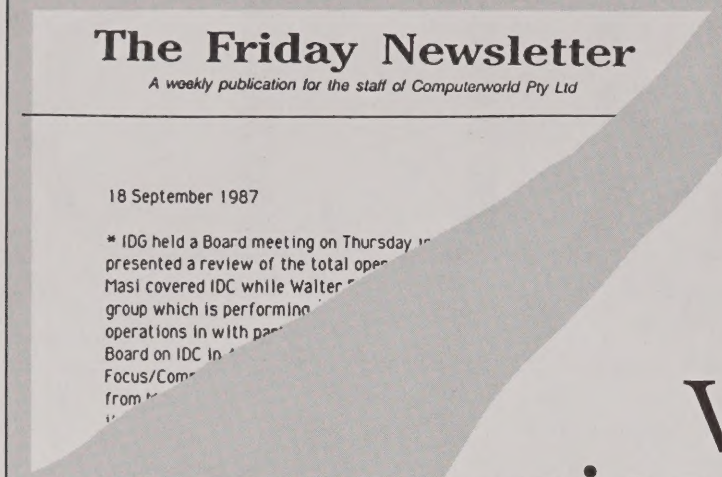
New service increases market share

IDG Communications aimed for a greater market share of high-tech recruitment advertising with the introduction of Computer Careers Network, a regional and

Continued on page 3



Australia



The Friday Newsletter

A weekly publication for the staff of Computerworld Pty Ltd

18 September 1987

* IDG held a Board meeting on Thursday
presented a review of the total ope
Masi covered IDC while Walter
group which is performing
operations in with pa
Board on IDC in
Focus/Com
from

Vital communication

Computerworld Pty Ltd in Australia has devised its own local, weekly newsletter for employees of that company.

Alan Power, managing director, considers communications within the staff vital to achieving a happy, hard-working team interested in their work and the performance of their company.

Two years ago, he created *The Friday Newsletter* to help improve internal communications. The newsletter is distributed weekly, often by fax, throughout the Sydney headquarters and offices in Melbourne, Canberra and Perth.

> *"Communications is vital to achieving a happy, hard-working team."*

The newsletter is a simple, two-to-three page publication. Its purpose is to update everyone through a series of brief newsitems on what people, publications, and the company have done during the week and will do early the following week.

It is also used to congratulate employees - for example, the production team who got a big issue out on time -- and to remind staff about upcoming events, such as end-of-month financial results meetings, or that it's budget time.

The editors are rotated but generally do not come from any editorial department, as the purpose is to include other staff like sales and circulation in the general information collection and dissemination process.

Staff rate the newsletter highly and according to Power, it is the most effective communication tool. "I have it faxed to me when I'm overseas so that I can note what's happening," he said. "I'm particularly interested in the people movements." ❑

News Service hosts COMDEX press room

Offers delivery system training

The IDG International News Group will host a press room during the COMDEX/Fall show November 2-6 in Las Vegas. The press room will be open to all IDG Communications reporters and editors who wish to file stories during the show.

The press room will be furnished with microcomputers, communications equipment, word processing software and voice lines. The MS-DOS based equipment will support both 5.25" and 3.5" media if attendees wish to bring their own software or data disks.

Training sessions for the system's new delivery service, which offers ease of use and more flexibility, will also be held during COMDEX.

Anyone interested in attending a brief training session on the new delivery system should schedule an appointment with **Melissa Strayton** by phone or e-mail (CWCI.M/Strayton) prior to October 23.

The IDG News Service will be published from the press room Monday through Wednesday evening. (See information on back cover for hours and location.) ❑

Maximize ad dollars in central purchase

Continued from page 1

national computer recruitment advertising network that allows advertisers to purchase regional splits and multiple newspaper combinations in eight publications.

The network includes the weekly tabloid newspapers *Computerworld*, *InfoWorld*, *Network World*, and *Federal Computer Week*, the biweekly newspaper *Digital News*, and biweekly and monthly tabloid newspaper *Computer Currents*.

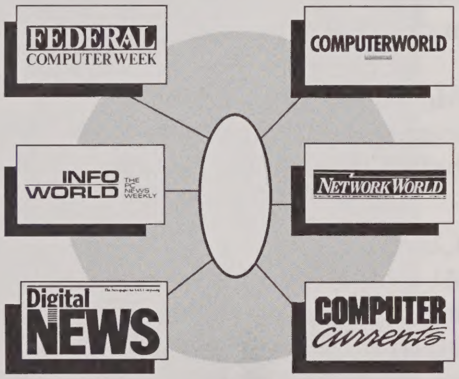
Growing market

"Recruitment advertising is a growing market in the U.S. and internationally," said IDG Communications President **Axel Leblois**. "By packaging our advertising product in this way, we are able to increase our share of this important and dynamic category, and offer our clients the benefit of our strong network of publications."

According to **John Corrigan**, Computer Careers Network national advertising sales director, "The network allows advertisers to reach specific geographic regions, not just national markets, thereby improving the efficiency of local high-tech recruitment advertising to a level never before available to our clients." "The weekly frequency of many publications in the network, the concentrated reach across abroad variety of industry professionals and special combination rates help recruiters get maximum return on their advertising dollars in one central purchase."

Additional coverage

Regional and national multiple combination buys include the Eastern, Midwestern, Western, and national editions of *Computerworld*, *InfoWorld*, *Network World*, *Digital News*, and *Federal Computer Week*. Boston and Northern and Southern California editions of the newsmagazine *Computer Currents* can be added to regional buys for additional regional coverage.



"The network allows advertisers to reach specific geographic regions."

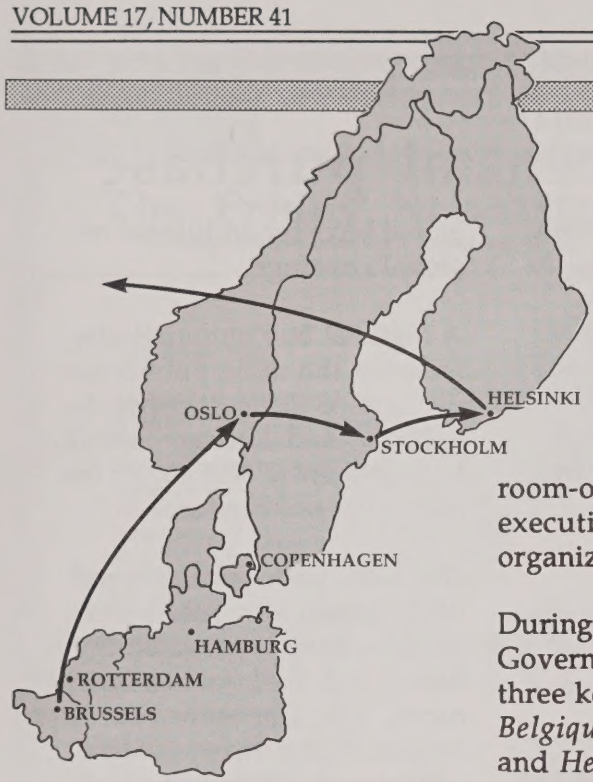
A regional buy automatically includes the three-publication package of *Computerworld*, *InfoWorld*, and *Network World*, with options to add any of the other five publications.

"We have packaged the product to attract advertisers who have both national recruitment needs, and local, market-specific needs," said Corrigan. "For example, *Digital News*' Eastern edition would be a logical add-on for a recruiter seeking a VAX programmer in that region."

"Our research shows that only 10 percent of all computer professionals may be actively looking for a job at any given time," said **Derek Hulitzky**, marketing director for Computer Careers Network. "But more than half of the computer professionals surveyed say they'd consider other job options if they'd known about them. The wide industry readership of the publications in the Computer Careers Network offers a huge window of opportunity to reach the best computer job candidates -- those who aren't actively looking."

For more information, contact John Corrigan at 617-879-0700. ☐

IDG COMMUNICATIONS
COMPUTER CAREERS
NETWORK



McGovern tours

Chairman **Pat McGovern** and IDG Director of Corporate Communication **Glenda Cudaback** toured IDG's operations in Belgium, Norway, Sweden and Finland from September 20 to 25. In each market, McGovern met with employees, and presented the corporate slide show, and had an opportunity to talk to key clients and media.

"The accelerated growth of the information technology industry in this part of the world has created a vibrant and rapidly expanding market for our products and services," said McGovern. "Our people have recognized and been responsive to these changing market needs."

Brussels

In Belgium, McGovern opened IDC's conference, "IBM and DEC: A Global Perspective," with a discussion of the trends and changing nature of the worldwide information technology industry. A standing-room-only crowd of 250 senior executives from major vendor organizations attended.

During his Belgium stay McGovern was interviewed by three key newspapers: *La Libre Belgique, the Financial Times* and *Het Laatste Nieuws.*

McGovern and Cudaback toured the IDC office in Brussels before they left for Norway.

Oslo

At a high-level industry meeting with six key clients, organized by Morten Hansen, general manager of *Computerworld Norge,* McGovern discussed the future of the industry and specific needs of the Norwegian market.

McGovern met with Svein Trosby, managing director of Gallus Plesner Industries, Marie Haavardtun, managing director of Avenir, Rolf Skaar, managing director of Norsk Data, Helge Kjeilen, managing director of Cinet, Arild Bjorn-Larsen, marketing manager of Apple Computer, and Arild Aspaas, managing director of Commodore Computers. Attending from IDG's Norwegian offices were: **Morten Hansen, Per Rosenkilde**, general manager of IDC Norway and **Knut Ivar Skeid**, editor in chief of *Computerworld Norge* .

According to Hansen, "The feedback from clients was very positive, and the impressive turnout for the meeting underscores IDG's favorable position and visibility in Norway. We have just received the results of a new Scandinavian media research study which indicates that *Computerworld Norge* is growing faster than any other technology publication in our market."

McGovern and Cudaback met with Norwegian employees and staff to discuss plans for 1988 and beyond.

Stockholm

CWCI Sweden, which recently launched five "special" publications, is gearing its operation to meet the more specific information needs of key vertical markets.

The publications are *Digital Varlden* (Digital World); *IBM-Varlden* (IBM World); *Svenska MacWorld; Data Ingenjoren* (Computers in Engineering) and *Datorn i Byggandet* (Computers in Construction).

"The DEC, IBM and Macintosh publications follow the innovative CW Sweden tradition of publishing magazines for targeted groups of computer users," said Managing Director **Bengt Marnfeldt** . "Our readers

Belgium and Scandinavia

are anxious to learn more about their specific application of computer technology. Our advertisers are also looking for a forum in which they can reach these users. Here in Sweden we believe we must find and serve new markets if we are to continue our growth. These new publications reflect that thinking.

(From left to right) Rolf Skaar, managing director of Norsk Data, Arild Aspaas, managing director of Commodore Computer and IDG Chairman Pat McGovern discuss the Norwegian market.

During the visit to Sweden, **Karl-Aake Soederburg,** who heads IDC Sweden, reported that his operation is 30 percent over plan for the year.

Soederburg attributes this success to the market sensitivity exhibited by his five-employee team.

"Everyone participates in the planning and understands the importance of listening closely to the needs of the customer," said Soederburg. "We all place strong emphasis on being responsive to these customer needs. The market for our products is still small in Sweden, but we overcome this constraint by targeting our services to meet the specific needs of the marketplace."

TOP1000, a datafile of the 1,300 largest information technology users in Sweden, has enjoyed remarkable success in the Swedish marketplace. The product is delivered either in binders or on diskettes, making the product very flexible for use in a number of research and marketing applications."

While in Stockholm, McGovern met with *Svenska Dagbladet*, a large conservative daily newspaper with a circulation of 220,000.

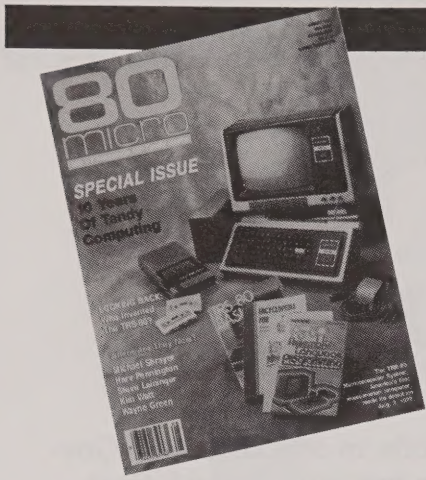
McGovern also enjoyed dinner with both IDC and CW Sweden managers and their spouses.

Helsinki

According to **Timo Tolsa** of CW Finland, the value of the information systems marketplace in 1986 reached 1.5 billion Mk ($350 million) and is continuing this dramatic growth in 1987. "There is a tremendous market for publishing and market research products here in Finland," said Tolsa. "As 25% of Finnish exports go to the Soviet Union, the new Russian joint-venture is of great interest here and should prove to be of great future business value."

While in Finland, McGovern met with Kaarlo Isokallio, director of Nokia Information Systems, the largest IDC Finland client. The meeting was arranged by **Reijo Lilius,** IDC Finland's managing director. "Mr. Isokallio is also a member of the board of the largest privately held multifunction corporation in Finland, and is a very influential individual in the marketplace," said Lilius.

Continued on page 8



Staying close to the customer

New editorial focus

Beginning with its January 1988 issue, *80 Micro* will focus its editorial coverage exclusively on Tandy's MS-DOS computers.

The decision to discontinue coverage of Tandy's TRS-80 was mandated by improved MS-DOS technology and lower prices which resulted in many *80 Micro* readers switching to Tandy's MS-DOS system.

Publisher **Peter Hutchinson** said, "Since the upcoming January issue marks our eighth birthday, we're using the occasion to unveil a brand new *80 Micro.* "

Reader's choice

Michael Nadeau, editor-in-chief said, "We must focus on the system of our reader's choice because that is the system that will ensure the magazine's growth. *80 Micro* will continue to be a blend of type-in programs and utilities, product reviews, programming tutorials, and general advice on compatibility problems. We are establishing *80 Micro* as the authority on Tandy MS-DOS computers. This means continuing to listen to our readers and responding with quality information about the products and trends that affect them."

"The editorial change at *80 Micro* is an excellent example of staying close to the customer and listening to the needs of the marketplace," said IDG Communications President **Axel Leblois**. "Continued growth depends on making changes in product direction and delivery when necessary."

According to Hutchinson, Tandy's current strength in the compatibles market demands as much in-depth coverage as *80 Micro* can provide.

One millionth sale

"Tandy is on a sales pace that could exceed 400,000 MS-DOS computers in 1987 alone. In the first quarter of 1988, Tandy will sell its millionth Model 1000, no small feat in only three years of sales," said Hutchinson.

In order to increase its leadership position in the compatibles market, Tandy recently launched a three-month, $10 million, multi-media advertising campaign, and plans to keep advertising expenditures at that level in the coming year.

"As Tandy continues to make these aggressive moves and increase its market share it opens up more advertising sales opportunities for us," said Hutchinson.

New design

In addition to *80 Micro*'s new editorial focus, a redesign of the publication is planned. **Anne Fleming,** *80 Micro*'s art director, has redesigned the pages for greater readability and ease of section recognition. Headings are bolder and clearer, the text type is less dense, and the illustrations will be given more prominence.

The January 1988 issue of *80 Micro* will be on sale December 15. ❑

80micro.®

France

Operation helicopter

Creative company intro for media planners

On September 9, CWC France organized a day-long helicopter outing designed to introduce media planners from the largest advertising agencies in France to the benefits of CWC's computer publications.

According to Country Manager **François Chaussonnière**, "These media planners know very little about specialized computer publications. We created an opportunity to illustrate who we are in a memorable and exciting way."

Jacques Tillier, assistant director and publisher of *Telecoms International*, *Distributique*, and *Info PC*, whisked respresentatives from 30 advertising agencies away in six helicopters. They were taken to a castle in France's Normandy region, 100 kilometers from Paris.

Thirty advertising professionals were shown the impact and scope of the CWC publications through various presentations. With the aid of a video film produced by IDG and translated into French, and an animated demonstration created in France, the group was given a snapshot look at IDG's global operations.

Tillier presented the worldwide strengths of the group, as well as CWC France's current market position. **Sylvie Benech**, director of IDC's Consulting Group in France, explained the effects of computerization on the business environment and the consumer industry. **Liliale Rousselin-Spadini** of the Cabinet Minkowski, which specializes in media advertising market research in France, analyzed the investment computer suppliers have made in the publishing industry.

"Operation helicopter illustrates CWC France's eye-catching and memorable business style: we attempt to market with panache," said Jacques Tillier. ❑

PEOPLE

Zientara is bureau chief

Marguerite Zientara has been appointed Boston bureau chief for IDG Communications' *Computer Currents*, the monthly computer newsmagazine with regional editions in Boston, San Francisco and Los Angeles. She will be responsible for researching, reporting and writing about New England companies, events, people and trends relating to the PC user.

Zientara has had a seven-year tenure with IDG Communications, previously as senior editor of *InfoWorld*, working out of the East Coast bureau in Framingham, Massachusetts. For five years prior to that, she was a writer/analyst for *Computerworld*. In this position, Zientara covered social issues in computing including FAA computer systems, computers in politics and computers in art, as well as writing "The History of Computing," a popular 12-part biographical series which IDG Communications reprinted into an attractive booklet for new subscribers to *Computerworld*.

Most recently, Zientara has written a book entitled *Women, Technology & Power*, highlighting ten successful women who have helped shape the PC industry. The book will be published in November of this year by the American Management Association. ❑

◆ ◆ ◆ ◆ ◆

Continued from page 5

The wide-ranging discussion touched on Nokia's need for face-to-face long range planning meetings, and emphasized the value of the global network offered by IDG operations.

McGovern also met with leading Finnish publications: *Helsingin Sanomat* , the largest national daily newspaper, and *Talouselaamaa*, a weekly business magazine.

A cover story in *Helsingin Sanomat* (circulation 400,000) following McGovern's recent trip led with, "I went to Moscow myself." McGovern is quoted as saying, "Many companies use middle-level managers in negotiations, and that slows down the decision making process. The negotiations go much more quickly if high-level executives make the trip themselves." ❑

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

COMDEX PRESS ROOM

HOURS:

The press room will be open November 2-5 during the show week, from 7 a.m. until 12 midnight, except for Monday, November 2 when it will close at 7 p.m.

LOCATION:

The press room will be located a short distance from the Las Vegas Convention Center at the Desert Inn, 3145 Las Vegas Blvd., Las Vegas, NV 89109, 702-733-4444.

INFORMATION:

For more information, contact **Kathie Gow** (CWCI.K/Gow).

Happy Anniversary

One Year
Anne Ryder - CW
Martha Ruch - CW
Sally Zahner - PCWCI
Christine Baldrica - PCWCI
Carlos Mario Mik - CW/Brazil
Deborah Ray - CW/London
Ricardo Monasterios - CW/Venezuela
Deborah Puretz - IDC Asia
Christoph Witte - CW/Germany

Two Years
Nilce Maria Torres - CW/Brazil
Karen Oliver - CW/London
Jean-Christophe Combaz - CW/France
Alastair James - IDC Australia
Christoph Hammerschmidt - CW/Germany

Three Years
Anton Paunert - CW/Germany

Four Years
Bernard Neumeister - CW/France
Claudia Petric - CW/Germany

Five Years
Elisabeth George - IDC France
Irmtraud Heinzmann - CW/Germany

Seven Years
Maria Doehler - CW/Germany

Eight Years
Lloyd Cohen - IDC

Thirteen Years
Monika Tenbieg - CW/Germany

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 42 OCTOBER 21, 1987

Highlights

Computerworld Norge
❑Telemarketing promotion improves readership. *pg.3*

IDG Communications
❑Four key appointments reflect success. *pg. 4*

Agenda 88
❑Thoughtful discussions about future of industry. *pg. 6*

Inside

❑*Fluegelman interns*

❑*International Marketing Services*

IDG Communications

Key appointments

IDG recently announced four major promotions within the IDG Communications division.

Fritz Landmann will assume new responsibilities as group publisher for *Federal Computer Week, Digital News,* and *CIO Magazine*; **Margaret O'Reilly,** former director of advertising sales for *PC World*, has been appointed publisher of *PC World*;

Continued on page 4

CIO
THE MAGAZINE FOR INFORMATION EXECUTIVES
THE NEW BREED OF CIO
MANAGING MERGERS AND ACQUISITIONS
Digital NEWS
The Newspaper for VAX Computing $3.95
OCTOBER 5, 1987
VT320 Rapid Review/3
'Turbo' Oracle Plans/3
Federal Conference/6
Unix Users' Wish List/36
MicroVAX Products/45
Cullinet's New Course
By COREY SANDLER
Newsmaker Interview
True Blue No More, Cullinet Adds VMS
By STEPHEN LAWTON
SEPTEMBER 28, 1987
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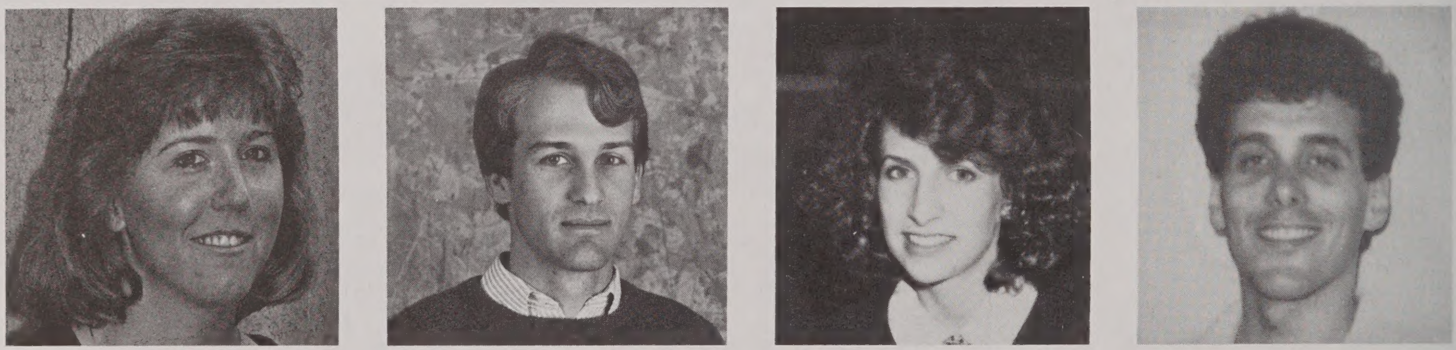
FEDERAL COMPUTER WEEK
THE NEWSPAPER FOR SYSTEMS DECISION MAKERS IN GOVERNMENT
DARPA's 'Arpanet In Orbit' /10
SSA Scales Back Its Systems Modernization Budget /14
OMB Mulls Circular On Cost Control /21
Pixar Refocuses On SDI, Fed Clients /59
NAVY'S JAMES WEBB
GPO, NTIS Write Joint Venture Plan
Helicopters Hover on Edge of A
PC WORLD
Disk-Caching Programs—Do They Really Work?
September 1987 $2.95
The Business Magazine of PC Products and Solutions
See Beyond the Bottom Line

Fluegelman interns named

The winners in the Second Annual Andrew Fluegelman Internship Program have been announced. The four interns, **Julie Webber, Jeff Goodwin, Barbara Gefvert** and **Dan Berkowitz**, have been appointed to the editorial staffs of *InfoWorld*, *Computerworld*, *AmigaWorld* and *Macintosh Today*, respectively. Each internship will last six months.

The Fluegelman Internship Program honors the memory of **Andrew Fluegelman**, the founding editor of *PC World* and *Macworld* magazines. Fluegelman was a lawyer, then a book packager before entering the field of computer magazine publishing. Accordingly, the intern program is specifically designed to identify talented individuals who seek a career change into the publishing field.



The 1987 Fluegelman interns (from left to right) Julie Webber, Jeff Goodwin, Barbara Gefvert, Dan Berkowitz.

"Our aim is to bestow a fitting accolade for Andrew," said **David Bunnell**, chairman of PCW Communication in San Francisco. "We hope these internships will offer other creative people the chance to begin a new successful career in the information industry."

"The internships not only honor Andrew, but also ensure that his contributions to the industry are remembered and continue to make an impact," said **Bart Rhoades**, president of PCWCI. "Through the program we are able to find and train exciting new talents and hopefully enrich our companywide editorial pool. Every effort is made to hire these individuals once their internship has been completed."

Expanded program

The program was expanded this year from two interns to four to allow each major IDG Communications publishing unit in the U.S. to hire an intern. The editors of each publication ran ads soliciting applications in local business newspapers and posted the positions internally.

"The response was enormous with each publication receiving over 100 applications," said **Kelley Younger**, editorial director at PCW Communications. The editors then set up interviews with top candidates. The winners were chosen on the basis of these meetings.

Julie Webber

Julie Webber was selected as an intern by *InfoWorld* in Menlo Park, California. Webber has been working as a customer service representative in the finance industry processing loan applications and working with delinquent accounts. She is also pursuing a degree at San Jose University.

Earlier, while working for a wholesale printing firm in her hometown of Merced, California, Webber first realized her desire to enter the publishing field. "I knew I liked working with words and ideas, and the urgent production schedule made me feel I was accomplishing something meaningful every day. This is when I knew journalism was for me."

Jeff Goodwin

Jeff Goodwin left behind six years as an applications and design engineer to pursue a career in journalism. He recently joined the editorial staff at *Computerworld* in Framingham, MA to work on the *Computerworld Spotlight* section.

According to Goodwin, the journalist enjoys many advantages over the engineer. "Journalists get to observe the big picture as it unfolds in an industry, rather than being trapped looking through the tinted CRT of a particular manufacturer," said Goodwin. "Journalists also obtain the satisfaction of digging through the marketing schmooze of corporate public relations staffs for the facts, and then presenting them in a neutral forum."

Barbara Gefvert

AmigaWorld in Peterborough, NH has hired **Barbara Gefvert**. She spent a number of years administering large food service programs for Gordon College and then for the Everett Public Schools. Most recently she worked in a corporate environment developing corporate procedures and controls.

"Through my various professional experiences I have worked with a diverse number of people and companies, " said Gefvert. "I also enjoy utilizing my organizational and writing abilities to produce marketing, training and operations materials -- I look forward to applying these skills to a career in journalism."

Dan Berkowitz

Beginning in November of 1986 **Dan Berkowitz** was assistant to the editorial director at PCWCI until he was recently selected as the Fluegelman intern for *Macintosh Today* . Although Dan's experience includes tenures at both *American Health* and *Mother Jones* , this is his first

Continued on page 8

Computerworld Norge

Let's try it...

Telemarketing techniques that work

COMPUTER WORLD NORGE

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Computerworld Norway has built a strong, paid circulation database of over 6,000 computer professionals by focusing exclusively on telemarketing promotion.

"Although direct mail is the usual method of subscription promotion, we found it did not produce the return we were looking for," said Managing Director **Morten Hansen**. "We were not reaching our target reader as often, or as aggressively as necessary."

90% increase

Because this circulation development technique focuses on enhancing the readership with subscribers from key markets, advertisers have been eager to book space. According to Hansen, *Computerworld Norge*'s advertising has increased 90% over last year, while the market in general has been flat. "Many of our competitors have experienced declining advertising revenues," said Hansen.

The CW Norway technique is to solicit the customer lists from leading advertisers of computer products and services.

Subscription invitation

Computerworld Norge then mails a letter of invitation to these customers inviting them to accept a three-month trial subscription to the publication. Response has been high, with generally a 60-70 percent return.

"One reason for our success is that this method gives potential subscribers the opportunity to see the benefit of receiving quality information on a weekly basis," said Hansen.

> *"Computerworld Norge's advertising has increased 90% over last year, while the market in general has been flat. "*

After two months, the publication's telemarketing team contacts each of the trial subscribers and asks a series of carefully structured questions designed to solicit a positive response.

For example, "Are you receiving *Computerworld*? Have you

Continued on page 8

Serving influential us

Continued from page 1

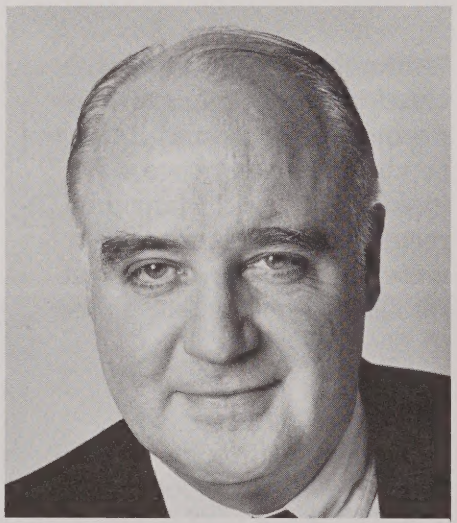
Steve Woit takes over for Landmann as president of FCW Publishing and publisher of *Federal Computer Week;* and **David Topus** becomes associate publisher of *Federal Computer Week*.

O'Reilly officially became publisher of *PC World* on October 5. Landmann, Woit and Topus will take over their new responsibilities as of January 1, 1988.

> *"Each of these publications serves a critically important, but highly specific, audience."*

"These appointments reflect the early and continuous success of some of our newest publishing ventures. It is clear that each of these publications has found ready acceptance with three extremely important audiences: systems decision makers in the federal government (*Federal Computer Week*), buyers of VAX systems (*Digital News*), and the top information executives in the U.S. (*CIO*). We are extremely fortunate to have talented individuals in our company to serve these increasingly influential user groups," said **Axel Leblois**, president and CEO of IDG Communications.

Leblois went on to say, "Margaret O'Reilly's well-deserved promotion to publisher of *PC World* reflects her impressive dedication to the long-term success of one of our key publications. She has continually exhibited sensitivity to the market, and to the needs of her people."



Fritz Landmann, vice president/group publisher Federal Computer Week, Digital News, CIO Magazine

Landmann

The first of the four major promotions is Frederic (Fritz) H. Landmann to vice president/group publisher. Landmann will be responsible for *Federal Computer Week*, *Digital News*, and *CIO Magazine*.

"Fritz's 25 years of publishing experience will be a valuable asset to IDG Communications new product group. Each of these publications serves a critically important, but highly specific, audience. Fritz has proven he knows how to develop this kind of market, and how to lead his team to success," said Leblois.

Landmann joined IDG Communications in 1986 as president of FCW Publishing, Inc., and publisher of *Federal Computer Week.* Previously he served as publisher of *Computer Design* (Penwell Publishing's Advanced Technology Group), and group executive at ITT Publishing. Before joining ITT, he was publisher of *Media Scope* magazine (Standard Rate & Data Service, Inc.) and spent eight years with Chilton Publishing Company as associate

Margaret O'Reilly, publisher, PC World

er groups

publisher and national sales manager.

O'Reilly

PCW Communications, Inc., Vice President and Group Publisher **Jim Martin** recently announced the promotion of Margaret O'Reilly to publisher of *PC World* magazine.

"Margaret brings an energy and competitive spirit to our publication that is essential to *PC World*'s marketing and sales efforts," said Martin. He added that O'Reilly will continue to direct *PC World*'s advertising sales and marketing group. She will also participate in setting quality and financial goals for the publication as part of a newly formed product management team.

Most recently, O'Reilly served as director of advertising sales for *PC World*, and prior to that, as western regional advertising manager. In the two and a half years since joining the company, O'Reilly has been credited with managing $40 million in advertising sales for the magazine. *PC World*'s November 1987 issue is expected to be the most successful in its five-year history, carrying 295 advertising pages.

"I am delighted to be given the opportunity to lead the advertising sales and marketing of *PC World* as we position the magazine for a larger market," said O'Reilly. "It is comforting to know that I will be implementing the 1988 strategy with a strong and experienced team of advertising sales professionals. My role is to continue to develop a strong and flexible internal structure that emphasizes delegation of responsibility authority, and accountability."

Before joining PCW Communications, Inc., O'Reilly was western advertising manager for *Digital Review* (a Ziff-Davis publication). She also served as a major accounts manager with Ricoh of America, a major manufacturer of office equipment.

Steve Woit, president of FCW Publishing and publisher of Federal Computer Week.

Woit

IDG Communications also recently announced the promotion of Steve Woit to president of FCW Publishing, Inc., and publisher of *Federal Computer Week*.

"These appointments reflect the early and continuous success of some of our newest publishing ventures."

"Steve's extensive background in new product marketing and development will allow us to build upon the successful launch of *Federal Computer Week* to take advantage of the many opportunities for marketing services aimed at suppliers of information technology to the federal government," said Fritz Landmann, newly appointed VP/group publisher at IDG Communications.

Woit served most recently as VP/New Product Division for IDG, where he was responsible for the planning, development and monitoring of the launch of *Digital News* and *Federal*

Continued on page 6

agenda 88

Executive forum

Industry leaders debate key issues

Agenda 88, PCWCI's first conference for top-level industry executives, attracted 260 technology VIPs including Bill Gates of Microsoft, John Sculley and Jean-Louis Gassee of Apple Computer. The conference took place September 20 -22 in La Costa, California.

"The first Agenda 88 was definitely a success," said **Stewart Alsop**, president of PCLetter. "It gave top level executives the opportunity to speak with people they needed to speak to. A lot of business was done."

"I wanted to create an environment where top-level executives could have serious, thoughtful discussions about where they believe the industry will be going in 1988," said Alsop. "I think we were successful in creating that environment."

Conference attendees were high-level executives including CEOs and vice presidents, from companies producing microcomputer systems, software, peripherals and services; corporate users of microcomputers; distributors, dealers and others involved in selling microcomputers. Press attendees were carefully selected and severely limited.

Bypassing the traditional "panel session" format, Agenda 88 relied on incisive speeches by a handful of industry leaders, formal one-on-one debates on a number of key issues, technical tutorials, and brief "point of view" statements -- all encouraging audience participation.

Closed forum

By keeping the number of attendees down to 260, Alsop feels he provided a closer, more productive atmosphere. "We have even had requests to double the price of admission next year," he said, "to keep the number of attendees small." Alsop does plan to have the conference again next year, with only 300 or fewer attendees.

Some of the speakers included John Sculley of Apple Computer, who discussed "Why the NuBus architecture?" and Bill Gates of Microsoft Corporation who discussed "Designing Applications for a multi-tasking environment." **David Bunnell**, chairman of PCW Communications, Inc., debated Jean-Louis Gassee of Apple Computer on whether or not PCs are making society more democratic.

Conference organizers added some fun to the three-day event with a "Celebrity Dunk" and golf and tennis tournaments.❑

Appointments

Continued from page 5

Computer Week. Prior to the formation of the New Product Division, Woit was director of New Product Development for IDG Communications, and director of New Business Development for Personal Computer Publications at IDG. Woit joined IDG in 1980 to work with Patrick McGovern in new product planning and analysis.

> *"We are extremely fortunate to have talented individuals in our company to serve these increasingly influential user groups."*

Woit holds a B.A. from Yale University and is a graduate of Harvard University's Publishing Procedures Course.

Topus

David J. Topus, who was national sales director, will take on additional responsibilities as associate publisher for *Federal Computer Week*.

In this position, Topus will plan and supervise all marketing activities at *Federal Computer Week* in addition to his present national advertising sales responsibilities.

"David has been a key contributor to *Federal Computer Week*'s outstanding sales record, and his involvement in marketing activities will ensure the continued excellence of the

IDG WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 42 **OCTOBER 21, 1987**

EDITORIAL MANAGER

Editorial manager for IDG's Corporate Communication Department. Responsibilities will include: organization of effective global news gathering system for *IDG Update* and all internal communications; continuing editorial supervision of *IDG Update;* and management of corporate print, audio visual and speech resources. Ideal candidate will be an excellent conceptualizer and writer, with impressive organization and communication skills, and a desire to be part of a creative, fast-paced team. Previous management and production experience required. Second language will be an asset. Macintosh desktop publishing or equivalent is essential. Send resume by October 26 to Glenda Cudaback, IDG, 5 Speen Street, Framingham, MA 01701.

PUBLIC RELATIONS MANAGER

Public relations manager for IDG's Corporate Communication Department to assist director in the implementation of a three-year image-building plan. Ideal candidate will understand global media mix, and have the ability to work independently on a wide variety of assignments designed to build recognition and stature for IDG among a specific group of international target audiences. A proven ability to produce results according to plan, and generate visible return on investment will be required. Second language will be an asset. Send resume by October 26 to Glenda Cudaback, IDG, 5 Speen Street, Framingham, MA 01701.

MANAGING EDITOR / PROJECT MANAGER

Managing editor/project manager for IDG's Corporate Communication Department to handle day-to-day responsibilities for *IDG Update*, as well as a number of concept-to-execution projects. This position offers a talented editor/writer the opportunity to produce a weekly newsletter with a global audience, and gain project management experience. Applicants must have previous journalism experience, be articulate and responsive communicators and have excellent office skills. Second language will be an asset. Macintosh desktop publishing experience is essential. Send resume by October 26 to Glenda Cudaback, IDG, 5 Speen Street, Framingham, MA 01701.

ADMINISTRATIVE ASSISTANT

The director of IDG's Corporate Communication Department is looking for an administrative assistant. This individual will be responsible for general office management, global communications, and all administrative support. Excellent secretarial skills a must. Macintosh experience essential. Exciting opportunity for an entry-level individual. Send resume by October 26 to Glenda Cudaback, IDG, 5 Speen Street, Framingham, MA 01701.

ADMINISTRATIVE ASSISTANT

InfoWorld is looking for an administrative assistant for the Advertising Department. Duties include supporting the national advertising director and coordinating departmental policies, procedures, and functions with off-site staff; serving as liaison between regional managers, sales assistants, advertisers, the national advertising director and *InfoWorld* personnel; interpreting market share data; providing training to sales assistants; coordinating off-site meetings, audits, and expense reports; opening mail; computing commissions. PC experience is required, plus five years of experience in office administration. Candidate must be able to set priorities and work independently in a fast-paced environment. Discretion and diplomacy is required. Contact Marcia Mason, *InfoWorld*, (415) 328-4602.

FULFILLMENT MANAGER

CW/Peterborough is looking for a fulfillment manager for the Circulation Department. This position will act as a liaison between CW and various fulfillment and printing companies. Responsibilities include budget projections and maintenance of fulfillment expense accounts, along with management of back issue sales, fulfillment, special issues, and staff. An ability to analyze needs, set up systems, and hire personnel is necessary. Some knowledge of the DOS functions, Dbase III+, and Lotus 1-2-3 would be helpful. Please send resume and salary requirements to Bonnie Welsh, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458.

SENIOR WRITER

Computerworld Focus is looking for a senior writer to be responsible for writing feature length and analysis articles about computer technology and the computer industry. This includes conducting phone and in-person interviews to cover several segments of the marketplace while building and maintaining contracts in these market segments; generating story ideas; suggesting art ideas for stories; writing some news shorts and product announcements; and acting as a technical and industry resource to the department. Some travel is involved. The qualified candidate will possess the ability to meet deadlines, a knowledge of the computer industry and technology, and the ability to generate story ideas. Two to three years of experience as a reporter and two to three years of experience covering the computer industry are required. To apply, send resume and writing samples to Ann Dooley, editorial director, *Computerworld Focus*, 375 Cochituate Road, Framingham, MA 01701.

ADVERTISING SALES REPRESENTATIVE

InCider magazine at CW/Peterborough is looking for an advertising sales representative for the Advertising Department. The qualified candidate will be responsible for maintaining and expanding an established territory in the Northeast for *inCider* magazine, including the use of telemarketing and personal sales skills. Some travel is required. Sales experience is required, preferably in the advertising of high-tech markets. The ideal candidate will have advertising sales experience and an overall knowledge of the microcomputer market. Contact Dale Strang, *inCider*, 80 Elm Street, Peterborough, NH 03458.

SECRETARY

IDG is looking for a secretary for the Credit Department. Responsibilities include data entry, typing, filing, making phone calls, taking messages and various projects as assigned. At least one year of office experience is required. Contact Frank Smith, IDG, (617) 875-5000.

SYSTEMS/TELCOM ASSISTANT

Computerworld is looking for a systems/telcom assistant. Responsibilities include dispatching personnel; answering service calls; issuing P.O.'s; typing occasional memos; and providing telephone support when systems personnel are not available. Also, calling appropriate vendors and giving phone training when needed. This is a very high pressure position. The ability to work without direct supervision is required. Candidate must be self motivated and extremely patient. Knowledge of computers would be a plus. Familiarity with LOTUS spreadsheets is highly desired. Contact Jeff Pennett/Jane Creighton, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

ADMINISTRATIVE ASSISTANT

Computerworld is looking for an administrative assistant in the General Administration (G&A) Department. Responsibilities include providing administrative and secretarial support to the VP/Associate Publisher of *Computerworld* and bottom line approval of all invoices for the department; generating reports utilizing computer graphics, assisting in the budget preparation for *Computerworld* G&A; preparing special mailings when needed; handling written correspondence to outside vendors and field personnel; and completing special projects as assigned. Three to five years of experience in an office environment, word processing and LOTUS experience, and the ability to work well under pressure are required. Contact Val Landi,*Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

COPY EDITOR

PC Resource in Peterborough, New Hampshire, is looking for a copy editor for the Editorial Department. This position requires a skilled wordsmith who can edit manuscripts for clarity, consistency, organization, and style. Also responsible for headline and caption writing, proofreading, and checking facts. Qualified candidates will have a degree in English or journalism and a minimum of one year of magazine editing experience. An interest in computers and familiarity with AP style and/or *Chicago Manual of Style* would be helpful. Contact Debbie Schmitt,*PC Resource*, CW/Peterborough, Peterborough, NH 03458.

MARKET RESEARCH ASSOCIATE

IDC is looking for a market research associate in the GDR Database Department to be responsible for questionnaire coding and data entry of the edited material. Applicant must be detail-oriented, possess the ability to work as part of a team, and be willing to learn about database development from the ground up. Familiarity with computer terminology is helpful. Some college would be an advantage. Contact Joanne Capolino, IDC, 5 Speen Street, Framingham, MA 01701.

CLASSIFIEDS

ROOMMATE WANTED: Female needed to share duplex on Concord Street in Framingham. Five minutes away from CW Publishing, IDG and IDC. $375/month plus 1/2 utilities. Smoker O.K. Available immediately. Contact Janice Kamphaus at (617)879-0700 days, or (617)875-7383 evenings.

FOR RENT: 1-bedroom apartment with good-size living room, kitchen and bath, plus attic for storage. Cats O.K. Located in Waltham, near Brandeis University. $500/month, no fee. Available November 1. Contact Rebecca at CW Publishing, 879-0700, x517.

FOR SALE: On the waterfront. a charming, two-bedroom cottage conveniently located on Dudley Pond in Wayland. $195,000. Contact David at 655-6626.

NANTUCKET: I'm looking for a nice get-away cottage to rent in Nantucket. Please contact Oliver Dziggel at IDC, (703) 893-0833.

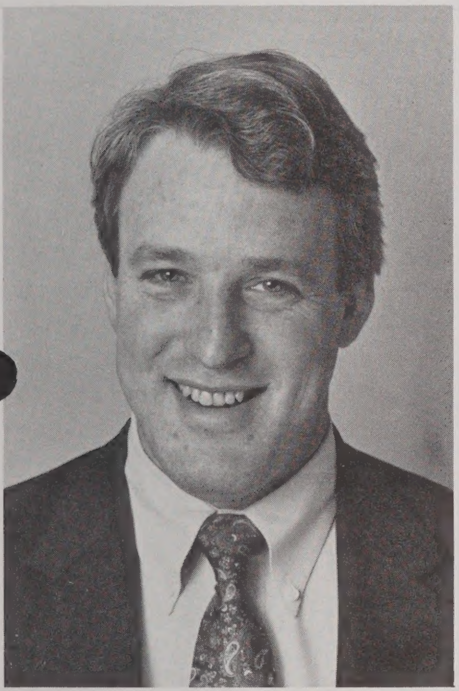
HEARTBROKEN: Recently widowed woman needs to find warm loving home for one six-year-old neutered gray female tiger cat and one five-year-old neutered golden long hair female cat. Both are very well trained, tempered and affectionate (great with kids). Home needed for one or both ASAP. Please call Bob Ostrow at (617) 429-5167 or (617) 879-0700, x754.

MARK YOUR CALENDAR

October 26 - 27	Corporate Sales Training IDG Communications Board Room 5 Speen Street, Second Floor Framingham, MA Contact Linda Bowes, IDG x554
November 18	11:00 a.m. - 12:00 p.m. New Employee Orientation IDC Boardroom 5 Speen Street, Second Floor Framingham, MA All new employees must attend

newspaper's sales and marketing initiatives," said Steve Woit, newly appointed publisher of *Federal Computer Week*.

Topus most recently worked as national sales director for *Federal Computer Week*, where he was responsible for all advertising sales for the weekly newspaper. Prior to joining *Federal Computer Week*, Topus served as senior national advertising sales representative for the *Washington Post Magazine* at the Washington Post Company. His experience also includes five years with the *Wall Street Journal* where he was territory manager in Pittsburgh and sales representative in New York. He has also worked as a media planner at Ted Bates. Topus is a graduate of Fairleigh-Dickinson University. ❑



Dave Topus, national sales director and associate publisher, Federal Computer Week.

In touch with clients

IMS continues to find new ways to stay close to the customer

IDG Communications International Marketing Services has critically important marketing information at its fingertips, which is being put to work for advertisers.

"The kind of advertisers we're dealing with in the U.S. are generally interested in the international markets they are advertising in, or may potentially advertise in," said Managing Director **Frank Cutitta**. "However, they don't always have the time or staff to get the information they want on their own through overseas sources."

"We have immediate access to vital information because of the network of IDG Communications publications, and the IDG News Service. This creates a great opportunity for us to add value to the media planning services we provide."

To help keep clients well informed, Cutitta has developed three important methods of interaction.

IMS newsletter

Four years ago IMS began distributing a monthly newsletter, *High Tech Exporter*, to its own customers, as well as clients of IDG Communications publications in the U.S.

The newsletter is designed to provide how to information about international marketing of information technology products and services.

"This regular contact with clients keeps our name out in front, helping to increase our value and visibility," said Editor **Sheryl Merchant**.

Completely interactive

IMS also maintains an International Marketing Database which all IDG Commmunications offices have interactive online access to. The database contains the advertising rate cards for all publications, an international trade show calendar, a listing of worldwide distributors and market statistics.

"IMS acts as a central corporate clearing-house, compiling a broad range of information that helps clients market their products more effectively around the globe," said Cutitta.

IDG's global benefit

IMS recently devised another newsletter, *International News Briefing*, which makes use of IDG's information-gathering global network, the IDG News Service.

Cutitta carefully reads the newsbriefs distributed by the News Service, and checks off the items he feels have important international marketing significance. Then his assistant, **Marsha Lindsey**, adds more information to the briefs from other sources, such as the Department of Commerce Briefs and the international business press. From there the information is distributed to the IMS sales staff around the world for distribution to their clients, or for use in sales calls.

Continued on page 8

New techniques

Continued from page 3

had a chance to review it? Is the information of value to you personally and professionally?

Favorable impression

The questions are structured to build a favorable impression of the publication in the potential subscriber's mind. The telemarketers are then able to close the sale by asking the person if they wish to become a regular subscriber in order to ensure they receive every issue over the next twelve months.

Approximately 70 percent of those contacted by phone actually accept the invitation and agree to subscribe.

"Overall about 45% of our paid subscriptions come from the customers' lists of advertisers," said Hansen.

IDG WORLD UPDATE

Editor
Jean Kane

Contributing Editors
Nancy Cusack
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG. N/CUSACK.

Fluegelman interns

Continued from page 3

experience in the editorial "trenches," as he puts it.

"All my life I have been drawn to news, observing and understanding it, drawing conclusions and telling other people my thoughts. From age eleven, I remember my dad having to pull me away from newsstands; others have been doing it ever since," Berkowitz said.❑

Close to customer

Continued from page 7

"This type of marketing tool allows the sales staff to keep in regular contact with their customers and prospects by providing information that they need on a consistent basis, and at the same time they are able to stay on top of international news and issues that may help in specific selling situations," said Cutitta.❑

Happy Anniversary

One Year
Susan Gannon - IDC
Karen McLaughlin - IDC
Holly Hudson - CW
Jeffrey Debalko - IFW
Dennis O'Donnell - IFW
Michael Salberg - IFW
Margaret Woo - IFW
June Bailen Wallach - LINK
Nancy DiPaola - LINK
Sharon Baker - CW
Michael Tucker - CW
Dagmar Zednik - CW/Germany
Julie McCrae - IDC Australia
Sui Lan Yip - CW/France
Tina Potter - IDC Asia
Cheryl Podda - CW/Australia
Karen Swindon - CW/London
Maria Angela da Costa - CW/Brazil

Two Years
Marilyn Fullerton - IDC
Joseph Matazzoni, JR - PCW
Brenda Billhimer - CW/P
Amy Elliot - IFW
Christina Radzwill - CW/Germany
Samantha Robinson - CW/London
Donald Bellomy - IDC
Sharon Bryant - CW
Christina Schulz - CW/Germany
Donna Pomponi - CW

Four Years
Deidre Depke - IDG News
Mary Tagliareni - CW
Petra Bossmann - CW/Germany
Karin Wirth - CW/Germany
Herma Kervran - CW/France

Five Years
Sandra Iafolla - IDC

Six Years
Elizabeth Abbott - CW/P
Fern Day - CW/P
Ellen Markoff - IFW
Maureen Diodati - CW

Seven Years
Wolfgang Struckmeyer - CW/Germany

Eight Years
Dave Moschella - IDC

Nine Years
Helga Biesel - CW/Germany

Eleven Years
Peter Holm - CW

Sixteen Years
Helen Marnfeldt - CW/Sweden

IDG WORLD UPDATE

VOLUME 17, NUMBER 43

OCTOBER 28, 1987

Highlights

Campus Computing '88
☐ Conference targets booming market. *pg. 2*

* * *

CD-ROM Expo
☐ Three IDG units collaborate in successful effort. *pg. 3*

* * *

Managing change
☐ CW UK overcomes market changes. *pg. 4*

Inside

- ☐ ***COMDEX preview***
- ☐ ***Human resource appointments***

PCW Communications

Campus computing boom

There are 12.6 million upwardly mobile college students, 650,000 full-time faculty, and 200,000 university administrators with billions to spend on computer equipment, software, and services. The rapidly growing education computer market is currently estimated to be worth $150 billion.

PCW Communications targeted this booming marketplace with its recent Campus Computing '88 marketing conference for computer executives, held October 1 -2 in San Francisco.

"It is clear by the impressive turnout for this event that the educa-

Continued on page 2

John Sculley, chairman, president, and CEO of Apple Computer, discusses the strategic importance of educational computing and its relationship to development work in other segments of the industry in his keynote address at Campus Computing 88.

PCW Communications

Higher education is big business

Continued from page 1

tion marketplace has captured the attention of the technology industry," said **David Bunnell,** chairman and editor-in-chief of PCW. "Creative computing has shifted from corporate America to campus America. Two-thirds of all colleges provide discounts, loans, grants, and group purchase plans to students and faculty to promote computer use. This is big business, not just a big niche."

The objective of this first-time marketing conference on higher education was to help attendees tap into this vast, lucrative market by identifying and understanding long-term trends.

Strong attendance

More than 200 top executives from Microsoft, Apple, Hewlett-Packard, IBM, Toshiba, DEC, and other companies attended the conference, as well as textbook publishers McGraw Hill and Addison Wesley. Representatives from the *Chronicle of Higher Education* also attended.

In the keynote address, John Sculley, chairman, president, and CEO of Apple Computer, discussed the strategic importance of educational computing and its relationship to development work in other segments of the industry. Philippe Kahn, president of Borland International, then offered his perspectives on the higher education market.

> *"Creative computing has shifted from corporate America to campus America. . . "*

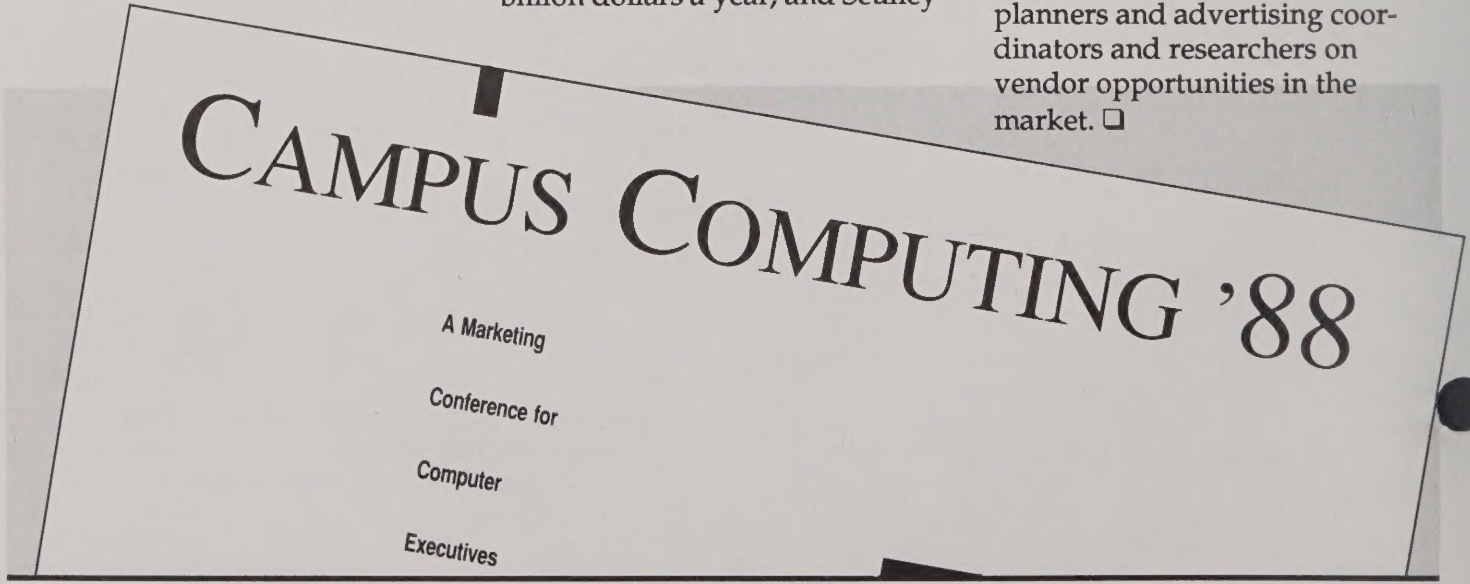
"There are 2.5 million new students each year, [and] we have only hit 20 percent of them," said Sculley. Apple's present revenue in the education market is a billion dollars a year, and Sculley predicts this will grow by seventy-five percent in 1988.

Untapped marketplace

"The rapid proliferation of desktop systems and new networking options makes colleges and universities a substantial and virtually untapped marketplace. This growth -- and an unrivaled excitement on campuses about computing -- bodes well for companies that recognize opportunities and pursue them," said Bunnell.

Other speakers included Mary Grace Smith, education and communications manager at Harvard's Information Technology office, who discussed key issues affecting campus requirements and capabilities for user support.

The publishing perspective was covered by Bunnell and **Mark Stephens,** editor of *InfoWorld*'s higher education supplements. Both addressed marketing and product managers, strategic planners and advertising coordinators and researchers on vendor opportunities in the market. ❑



CAMPUS COMPUTING '88

A Marketing
Conference for
Computer
Executives

CD-ROM EXPO

Collaboration pays off

CD-ROM Expo conference draws 1,500 users

CD-ROM Expo, the industry's first user applications-oriented conference and exposition, drew a record crowd of over 1,500 attendees eager to learn more about compact disc storage.

The successful event was the result of a collaborative effort among three IDG business units: Conference Management Group, LINK Resources and *CD-ROM Review*.

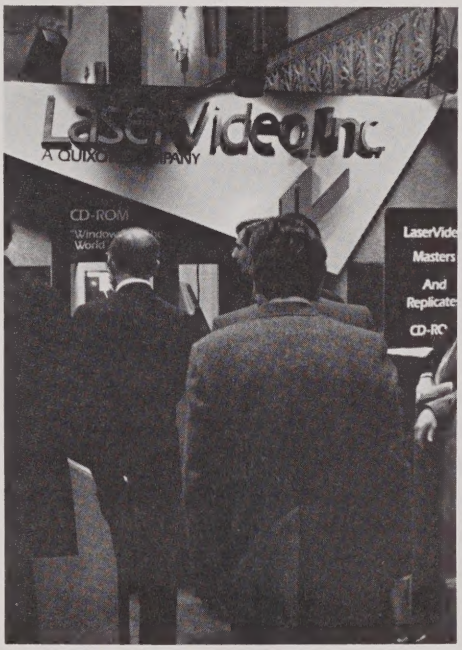
Emerging marketplace

"The CD-ROM market is just beginning to take off, and we were able to get in on the ground floor of an emerging marketplace," said CMG President **Bill Leitch.** "All three divisions of IDG are answering the need for information in this arena: LINK Resources through its continuous information service consulting practice and *CD-I News* and IDG Communications through *CD-ROM Review*. By working together we were able to create a third means of information delivery through a market-specific conference and trade show."

CMG was responsible for programming the event, managing the logistics, and selling seminar registrations. Booth space sales were handled by Mitch Hall Associates.

"**Dave Bradway** did an outstanding job recruiting speakers, and **Dorothy Ferriter** 's sales initiative resulted in record attendance," said Leitch.

Steve Sieck, vice president of electronic services at LINK Resources, and **Jeff DeTray**, publisher, and **Roger Strukhoff**, editor of *CD-ROM Review* worked with CMG on the focus and scope of the program, as well as helping with attendee, speaker, and exhibitor leads.



"The event was extremely successful and, as the industry's first applications-oriented conference geared specifically to meet the needs of users, it attracted a large number of buyers who plan to implement CD-ROM technology," said DeTray. "Exhibitors were ecstatic about the turnout."

Two-thirds of the exhibitors introduced new products, and felt they were able to reach the right audience with their message. Allen Adkins, president of Optical Media International, was enthusiastic about the reaction his new product received. "It's been a great show! It was a good platform to announce our new products and we are encouraged by the wide range of corporate users who have shown interest here at the show."

"We received a tremendous response from exhibitors, considering that this is a very young industry," said Mike Hallal, vice president of marketing with Mitch Hall Associates. "We plan to double the size of the show in 1988."

One reason for the success of the event, according to Steve Sieck, is that interest in CD-ROM technology is broadening beyond users who simply want to improve access to commercially available information resources. "CD-ROM is now being used for management and distribution of internally generated information," said Sieck.

For example, all of the major automotive companies attended the event to learn more about using CD-ROM to store their parts and service directories. One company envisions providing dealers with a PC which has information stored on optical disc and which could be connected to the internal computers currently installed in their automobiles. Mechanics could then use this technology to diagnose problems, and the computer would

Continued on page 8

Overcoming declining ad

Faced with a declining display advertising market in the UK, CW Communications Limited has adopted a unique and successful approach to counter this market trend. Its strategy is to pursue smaller advertisers, encouraging them to book space in a "special" classified ad section in each of the division's publications: *Computer News*, *PC Business World*, *ICL Today*, *DEC Today* and *Lotus/UK*.

"We realized early on in 1987 that we were looking at a year-end market decline projection of 7% compared to 1986," said Managing Director **Martin Durham**. "To counter this trend, we focused our attention on increasing the classified ad pages in all of our publications."

High yield

"Even with frequency discounts, these pages achieve a much higher yield than regular display ads," he continued. "On a square centimeter basis, these standard ad modules are high priced."

CW Communications Limited's strategy has paid off. Over 635 additional color classified ads have been created by the leading DP/MIS publications in the UK. Of that number 190 appeared in *Computer News*. This has reversed the anticipated decline in growth of commercial/product ad pages creating a 7% increase. The year-end projection, including classified ads, has risen to 4,721 pages compared to the original estimate of 4,384.

"The results of the hard work and initiative of our team in the UK is impressive and encouraging," said IDG Communications President **Axel Leblois.** "We face this situation in other markets throughout the world, and this offers us a new strategy for success. Our Australian publications also made such excellent progress in classified advertising, although their display market is growing."

According to **Richard Ward**, publisher of *Computer News* and *PC Business World* , the strategy is to attract the smaller advertiser to a special four-color classified section of the publication designed to give them maximum exposure at minimum cost.

"We were missing a lucrative segment of the market because our traditional display ad rates were out of the reach of the smaller advertiser," said Ward. "Our special classified section allows these companies to reach their target audiences with high frequency and high impact."

Direct response

Advertisers appear in the special classified section called "Update." They may run four-color ads of up to 80 words. Each ad is tagged with a special reader service number which allows advertisers to receive "direct response" from subscribers interested in their product. Over 75% of the readers also respond to advertisers by phone.

"The tremendous response indicates that these ads create a 'shopping environment' that is very appealing to smaller companies who must justify their ad expenditures," said Ward. "They

18 UPDATE · UPDATE · UPDATE · UPDATE · COMPUTER NEWS · UPDATE · UPDATE · UPDATE · UPDATE
EXPAND YOUR MEMORY TO 896K UNDER DOS FOR ONLY £249 (EXC)
All this could be yours
Fill in the reader enquiry card for further information
UPDATE · UPDATE · UPDATE · UPDATE · COMPUTER NEWS · UPDATE · UPDATE · UPDATE · UPDATE 19
4 MEGABYTE APL WORKSPACE on the IBM PC
XOREN IPL-11
THE VITAL SOUND CHAMPION
AST Premium Publisher
SPECIAL OFFER ON KURTA DIGITISERS!
DO YOU HAVE AN H.N.C. in COMPUTER STUDIES?
DISPLAYWRITE4 AND HEWLETT PACKARD LASERJETS THE PERFECT CONNECTION
READER SERVICE No 118
READER SERVICE No 119
READER SERVICE No 120
READER SERVICE No 121
READER SERVICE No 133
READER SERVICE No 134
READER SERVICE No 135

To receive a copy of the CW UK color classifieds, contact Richard Ward, E-mail CWCI.R/WARD.

market

see an immediate return on their investment, which encourages frequency buying."

"We are after series of contract advertisers, and almost all agree to multiple insertions," said Durham. "This has not only helped us overcome the decline in traditional display ads, but it has also attracted new advertisers who have never appeared in DP/MIS publications."

Trading up

According to Durham, there are a few cases of new advertisers "trading up" and booking display ads in addition to the smaller ads. "We see the classified ad section as the first step in building long-term relationships with these new clients."

This strategy has also had an impact on traditional display advertisers, as well. Many take advantage of the new section as an opportunity to advertise specific products and services in addition to the usual "corporate image" ads may run on a regular basis.

"Many of our long-term contract advertisers see this section not only as a way to benefit from a direct response medium, but also to increase their frequency at a modest price," said Ward. "They are finding that this continuity has increased the effectiveness of their advertising program." ❑

COMDEX preview

IDG Communications plans to have a major impact on the trade show floor and through special events at this year's fall COMDEX in Las Vegas, November 2-6.

Managers and key salespeople from many of IDG Communications business units, both in the U.S. and from around the world, will attend. Finland, France, China, Mexico, the Netherlands, Sweden, the United Kingdom, and West Germany plan to send representatives, as well as all of IDG Communications U.S. publishing groups and International Marketing Services.

The party

On Monday evening, November 2, IDG Communications will host a party for COMDEX attendees. The theme of the event, "Around the World in 90 Publications," is designed to highlight IDG Communications global network of newspapers and magazines. The party will take place at the Thomas and Mack Center beginning at 8 pm. Attendance at the party is predicted to reach 5,000. Client and press VIPs will be flown in by helicopter from the Hilton Hotel, and the Temptations will perform at 8 pm.

Press room

An on-site press room sponsored by the IDG News Service will be located a short distance from the Las Vegas Convention Center at the Desert Inn. Hours November 2-5 are 7 am until 12 midnight. Monday, November 2, it will close at 7 pm.

The IDG booth

All of IDG's worldwide publications will be prominently displayed in the IDG Communications corporate booth.

Publications which will have a presence in the booth include *80 Micro*, *Amigaworld*, *CD-ROM Review*, *China Computerworld*, *CIO Magazine*, *Computer News*, *Computerwoche*, *Computerworld*, *Computerworld Australia*, *Digital News*, *Federal Computer Week*, *inCider*, *InfoWorld*, *Le Monde Informatique*, *MacWorld*, *Network World*, *PC Resource*, *PC World*, and *Publish!*.

New publications

Several new IDG Communications publications will participate for the first time, including the new bimonthly *Macintosh Today*, which plans to become a weekly in January of 1988. *Computer Currents*, IDG Communications' most recently acquired group of publications, will also display in the IDG Communications booth. ❑

Human Resources developments

IDG's business units throughout the world have been consistently working to broaden the scope of their human resources function. Each office operates their own human resource department independently, so that they can best address the specific needs of their organization. Two additions to the Human Resources team recently joined IDG and CW Publishing in Framingham.

Shea joins IDG

Martha Shea was recently appointed director of Human Resource Services at IDG.

In this newly created position, Shea will be responsible for supervising all components of Human Resource Services, including benefits, professional and management training, and recruitment.

"I am pleased to welcome Martha to IDG. She brings with her a wealth of experience in high tech recruitment, training, and development, human resources information systems, and compensation and benefits. I fully expect she will make a tremendous contribution toward our efforts to more effectively develop and utilize the human resources within IDG," said **Bill Murphy**, IDG vice president of finance.

"In a nutshell, I see the Human Resources function as service oriented, helping the company operate more productively," said Shea.

"Our first step is to automate the department with the on-line Human Resource Information System (HRIS)," she said. "This will streamline our work here and make us more effective. It will also provide extensive information about employees' backgrounds, which will be useful to ensure appropriate compensation, training, and advancement opportunities. I see the system as a decision-support tool rather than just a system to automate record-keeping."

Martha Shea, IDG's new director of human resource services

Once IDG's corporate office is up and running on the system, she hopes other offices will begin to implement it as well. "The advantages of automating the department are extensive," said Shea, "and I think it would be a very valuable asset to all of the offices."

Other immediate plans include revising the employee handbook, revamping the employee orientation program, and evaluating the benefit program and making recommendations for changes. Shea will also use the first few months to study employee needs, so that she can best respond to them with action plans. She will welcome ideas and suggestions from her client base.

Recruitment

Over a period of time, the Human Resources Department will become more involved in the recruitment process, as well. "We can potentially save managers a lot of time by pre-screening applicants, thus giving them more time to devote to their business." She will also implement exit interviews for employees leaving the company.

Corporate training

"One of the best ways to keep a really good employee is to make sure that employee is challenged, that he or she is always learning. Good employees want to get better. That's why I think training is absolutely essential," said Shea.

Benefits

Because innovative benefits can help attract and retain good employees, Shea plans to review and recommend changes to the present benefits, as well as possibly adding some new ones. "Employees at all levels appreciate convenience. That's also something prospective new hires consider when deciding among offers; beyond the money, the office, and the opportunity, they look for the benefits that differentiate one employer from another," she said.

> *"Good employees want to get better. That's why I think training is absolutely essential."*

One such convenience Shea plans to research is childcare assistance for employees, including a Section 125 plan, which would allow deferral of income on a pretax basis for medical and child care. She is also considering an employee incentive referral program, whereby employees are rewarded for recommending successful new hires.

Prior to joining IDG, Shea spent seven years in human resources at McCormack and Dodge. Most recently, she was senior manager of Human Resources. In this position she reported to the vice president of corporate resources, and was responsible for managing all employment procedures, employee relations, compensation, beneits, the company's online HRIS. She also provided management and professional development training. Previously, she held positions in that department as manager of compensation, benefits and systems, manager of employment, and HR generalist. She also worked on a project basis restructuring and automating the department.

Shea earned her BA degree at Austin College in Texas, and her MS in management at Lesley College in Cambridge, Massachusetts. She has participated in several HR-related professional programs at Babson College and Worcester Polytechnic Institute, and earned a Certificate of Personnel Administration at Bentley college. She has been an officer in the Computer Service Personnel Association for two years. ❑

CW Publishing

Carolyn Favilla was recently appointed manager of Human Resources at CW Publishing.

In this position, Favilla will be responsible for developing a human resources function for CW Publishing. This entails organizational planning and training/development, as well as general employee relations issues, including management coaching, problem solving, and the establishment of hiring, performance management, secession, and compensation practices.

Favilla brings more than eight years of professional human resources experience to her new position. Most recently she spent four years managing the employee relations function for Sanders Associates, a large government defense contractor. Previously, she worked as a personnel manager for the Leslie-Fay Company in New York City and Owens Illinois Inc. in New Jersey.

Addressing needs

Upon arrival, Favilla conducted a needs analysis to determine critical issues to be addressed in the short term. "It's important to understand exactly what the employees' needs are in order to best help them," Favilla said. "Human resources is a service to the organization; it's our job to address these needs, in order to help employees and managers work as effectively as possible."

Carolyn Favilla, CW Publishing's manager of human resources

Much of what Favilla will be doing will involve creating an environment where employees are challenged by their work, stimulated by continued learning, and rewarded for perfor-

Continued on page 8

Favilla

Continued from page 7

mance. Much of her efforts will be focused to that end.

Employee relations

Like IDG's new Director of Human Resource Services, Martha Shea, Favilla believes an important part of recruiting and retaining and keeping good employees is based on providing ongoing training. Within the next few months, Favilla will publish a training calendar, which will address issues considered most critical by CW Publishing employees.

The process of setting standard classification guidelines for job descriptions is also important to employee relations. "This helps people who are hiring or changing jobs to have a clear concept of the level of responsibility involved," explained Favilla. "That is important to ensure a satisfied employee in the long run, and helpful to a manager who is hiring or promoting.

"There is an enormous amount of talent in this company, and it benefits everyone to utilize it to its maximum." Favilla hopes to establish a policy whereby resident "gurus" in a particular area can be more available to employees as a resource.

Favilla earned her BS/BA in business administration with a concentration in HR management at Northeastern University. She also attended specialized training at Cornell University in New York City for equal employment opportunities. ☐

Niche-oriented

Continued from page 3

be able to recommend the parts needed to repair the vehicle.

"We see niche-oriented events of this nature as a key area of growth for our operation," said Leitch. "Within IDG's various operating groups we have the industry knowledge and experise to collaborate and create many more successful conferences."

Organizers will repeat CD-ROM Expo next year at the Hyatt Regency in Chicago, Illinois, from September 26-28. This will be the first compact disk event in the midwest. ☐

Happy Anniversary

One Year
Ann Haeckl - IFW
Mary Porter - LINK
John Corrigan - CW
Jayne Salinger - PCWCI
Margaret Murray - IDC Australia
Corinne Paul - CW/France
Nick Hulse - CW/London
Jorge de Oliveira - CW/Brazil
Paulo Lopes - CW/Brazil

Two Years
Whitney Karr - CW/P
Linda Ruth - CW/P
Sherril Anne Lovell - LINK
F Douglas Decarlo - CW
Rosemary Hamilton - CW
James Manning - IDG
Jeff Edman - PCWCI
Anken-Franke Bohlhorst - CW/Germany
Christian Rogge - CW/Germany
Steve Marsden - CW/London

Three Years
James Martin - PCWCI
Karin Porter - CW/Netherlands
Eudes Bulard - CW/France
David Sedgwick - IDC Europa
Melvyn Bennett - CW/Asia

Four Years
Deborah Branscum - PCWCI
Michael Kelleher - CW
Russell Onofrio - IDC
Andrea Kirchmeier - CW/Germany

Five Years
Ilmar Marand - CW/Sweden

Seven Years
Klemens Paunert - CW/Germany

Eight Years
Roland Schubert - CW/Germany

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WORLD
UPDATE

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IDG
WORLD
UPDATE
VOLUME 17, NUMBER 45
NOVEMBER 11, 1987

COMDEX success

Record crowds send clear IDG Communications message to the industry

VIP guests arrived by helicopter, 4-billion candle power search lights flooded the sky and the band played on and on and on when IDG Communications organized its first division event ever at COMDEX, the information industry's largest annual trade show at Las Vegas.

Behind the scenes

Behind the vendors with the elaborate booths and very professional presentations, behind the extravagant parties and all the VIP services, there is the group of people who make COMDEX work.

Las Vegas

COMDEX is one of the three largest trade shows to bombard Las Vegas each year, so the city prepared for it in advance by importing more than 200 additional cabs and many more bus trips. The airlines changed many of their smaller flights to larger planes, and McCarran Airport in Las Vegas added more maintenance personnel to accommodate the influx of people. Hotels and rent-a-cars were booked to capacity weeks ahead of time. More than 200 additional cabs and shuttle buses ran between locations for attendees wary of the rainy weather.

The strong attendance pleased Las Vegans by pumping $72.5 million into the local economy with the added transportation, food, lodging, and ticket sales for shows.

IDG's Booth

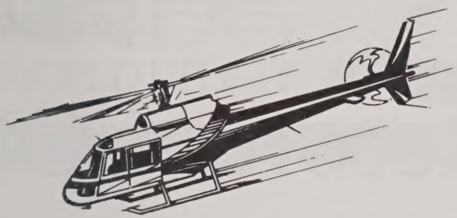
Owners of the expensive booths started well in advance of the show as well. Said Valerie Bryan, exhibit manager for the Lynx Group of Atlanta, Georgia, "We had to start two months in advance to be sure the IDG Communications booth would be ready for COMDEX." Bryan assisted Lyn and George Roysden of the Lynx Group in designing the booth layout and ordering electric and labor services. "It took us about four days to set everything up," said Bryan.

The main event

This year, IDG Communications organized what became the major social event for COMDEX/Fall 1987. Any individual who had attended previous COMDEX shows insisted that this years IDG Communications party was the best they had every attended at the Las Vegas Convention.

Continued on page 3

IDG Chairman Patrick McGovern and IDG Communications President and CEO Axel Leblois meet the Temptations behind the scenes before the band's lively performance at the IDG Communications COMDEX party.



VIP service

As part of IDG Communications' VIP service, selected guests were ushered from the Las Vegas Hilton to the Center in helicopters, a service especially appreciated in light of the flooded roads and shortage of taxi cabs that characterized the first day of COMDEX.

In order to have helicopters flying in that area for two hours, the FAA agreed to change the flight patterns for McCarran Airport.

More than 200 people worked the night of the party to be sure the event ran smoothly; many of them were very visible, wearing referee shirts and providing guidance, operating elevators, and serving cocktails. Many more were visible only by the excellent food they sent out onto the party floor. Plain-clothed security personnel patrolled the crowded floor and the stage hands set up for the bands and arranged the lighting.

"We had a great crew, excellent planning support, and a serious commitment from all of our managers that our first division event would be a major success," said IDG's Director of Corporate Communication **Glenda Cudaback**. "It's very rewarding to see how effective that team effort was." ❑

Critical news coverage

Press room provides on-line coverage and filing service for IDG reporters

IDG News Service reporters and staff moved their entire office from Boston to Las Vegas last week, in order to accurately cover industry news breaking from the largest COMDEX show ever, and to provide an information clearinghouse for IDG Communications' publications.

> *"We saw that there was a tremendous need for rapid transmission of news stories at the event. . . "*

"Most of the news in the industry this week is coming from right here in Las Vegas," said **Kathie Gow**, News Service editorial director. "It made excellent sense for us to be here."

The News Service moved into the Don Borax Room in the Desert Inn. In addition to its own equipment, it set up a 1/2 dozen PCs equipped with the datalines, modems, and software necessary for IDG Communications editors/ writers to file stories directly to their publications.

"We saw that there was a tremendous need for rapid transmission of news stories at the event. We knew we could address this need by moving our service to the site of the action," said **David Hill**, director of the International News Group. "Writers can file stories from here to their publications from 7 a.m. to midnight."

"This helps us as well," Gow pointed out. "It gives us more immediate access to the information they are accumulating, so we can disseminate that information to all the publications more quickly."

IDG News Service reporters combed the trade show floor for additional leads. **Deidre Depke**, editor of *IBM Watch*, attended interviews and seminars held during the week in order to supply first-hand coverage as the show progressed.

"It is really convenient for us to be able to be right here where the news is breaking," said Gow. "And it's a real service to our publications." While U.S. publications used the press room, Gow said that it especially aided the non-U.S. publications. "These reporters were separated from their offices by distance and time differences, and needed a quick, efficient way to keep communication lines open with them," she explained. "The press room made this possible." ❑

Record COM

COMDEX is renowned for its parties, but IDG Communications stole the show with their Monday evening event.

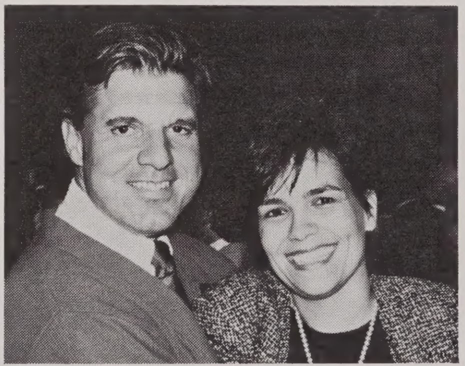
More than 7,000 people filled the enormous Thomas and Mack Center at the University of Nevada at Las Vegas, to enjoy open bar, opening band, Cat and the Bytes, and the main event, the Temptations.

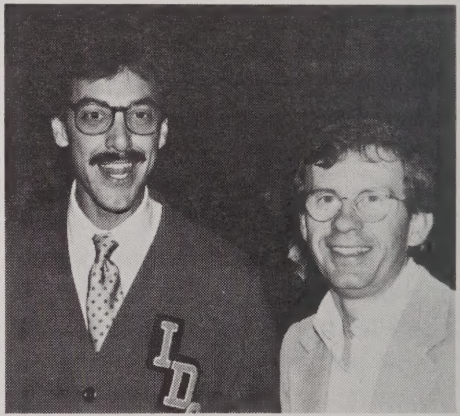
A fleet of helicopters flew guests over the neon-lit desert city for an aerial view during the party.

The theme of the party, Around the World in 90 Publications, was represented by the array of international food from (sushi to tacos), and props from all over the world which decorated the interior of the enormous sports center. A mammoth papier-mache elephant, a bagpipe player, and lines of UNLV cheerleaders welcomed arriving guests, giving a clear indication of the fun to come.

Impressive representation of IDG's global presence was captured in a colorful and greatly enlarged band of IDG Communications publication covers which circled the entire arena floor. Pulsed lighting kept the focus on the covers all during the evening.

IDG Communications managers were easily recognized in their red IDG letter sweaters, and inflatable globes marked with the IDG logo were volleyed by dancing party attendees throughout the evening. National television coverage of the party was broadcasted on Tuesday.





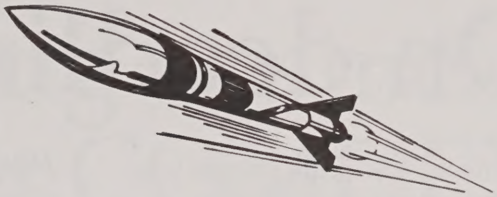
"The party was a tremendous success," said **Pat McGovern**, chairman and CEO of IDG. "Many of our key clients and top industry leaders joined the crowd to enjoy this worldwide gathering."

"The party was the perfect moment to raise our global profile within the industry, and we certainly achieved that objective," said **Axel Leblois**, IDG Communications president and CEO.

"It's a fantastic boost to our sales effort at the show, "said *PC World* Publisher, **Margaret O'Reilly**.

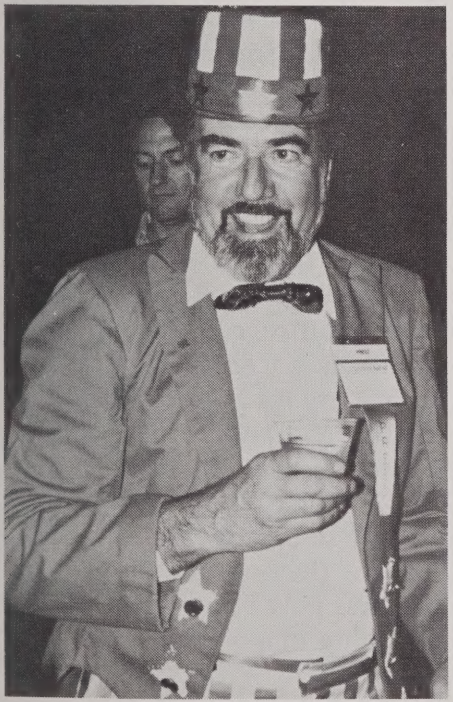
"We couldn't have gotten off to a better start, " agreed **Judy Sutter**, *PC World* senior account executive.

DEX



DEX a success

Eric Hippeau, president of InfoWorld Publishing, **Eckhard Utpadel**, vice president of central Europe, **Joe Levy**, president of *CIO Magazine* , and **Mike Perlis**, president of CW/Peterborough emphasized the exceptionally enthusiastic spirit of the crowd, and **Fritz Landmann**, group publisher for *Federal Computer Week*, *Digital News*, and *CIO Magazine*, emphasized that "... although I had some reservations about our ability to pull this off, it could not be a better boost for our marketing efforts at the show and our corporate morale in general."



The show

Neither torrential rains, flooded roads, nor the declining stockmarket intimidated the record crowds that attended the ninth annual fall COMDEX in Las Vegas, Nevada, the week of November 2-6.

Attendance was up 20% over last year, bringing in 90,000 people and 1,500 exhibitions. Produced by the Interface Group of Needham, Massachusetts, the show was billed as the largest in the industry, and featured the return of Apple and Lotus after a two-year absence.

The show was also enormous in terms of square footage. It filled the Las Vegas Convention Center, West Hall, Caesar's Palace, Riviera, Sahara, Bally's Las Vegas and the Las Vegas Hilton hotels, and spilled over into trailers and tents outside the Convention Center to accommodate various exhibit and attendee services.

Keynote

Jim P. Manzi, chairman and CEO of Lotus Development Corporation, was the keynote speaker. Manzi addressed the user's mounting frustration over the shortage of existing software. This lack of new software in some instances makes it virtually impossible to take maximum advantage of escalating hardware power now on the market.

Seminars

The show offered 52 seminars on a wide range of issues, all characterized by the changing focus from retailers and dealers to upscale VARs.

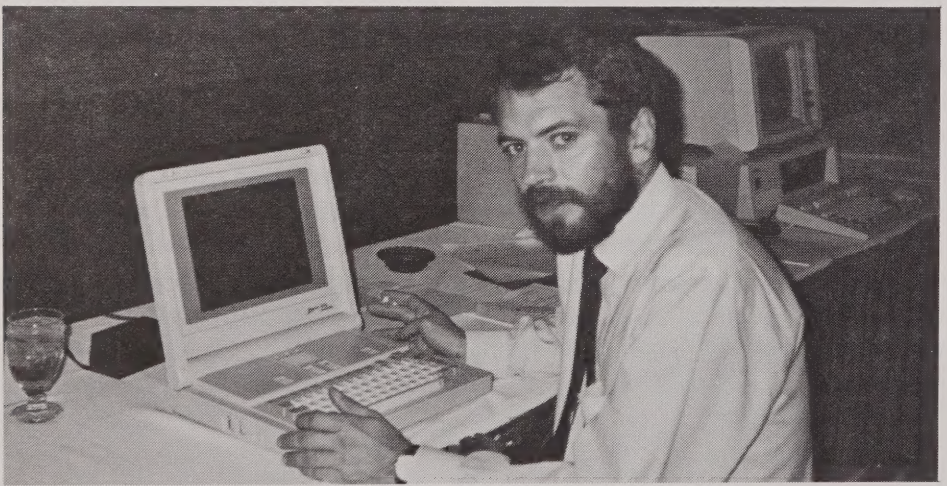
Continued on page 8

On deadline at COMDEX

Of the 90,0000-plus people who swarmed to fall COMDEX, many of them were editors reporting on the fast-breaking news announcements that prevail at what is known as the largest trade show in the computer industry.

Jens Michael Damm, editor-in-chief of *Computerworld Danmark*, spent several days in Las Vegas last week covering the COMDEX show.

"It is important that *Computerworld Danmark* is here because our readers expect us to keep them up to date on all important industry news breaking here," said Damm. "Announcements made here could affect them directly."



Jens Michael Damm, editor-in-chief of Computerworld Danmark, electronically files a story about COMDEX back to Denmark.

"There are other trade shows that are very large and very important worldwide, like CEBIT in Hannover, West Germany," said Damm. "But if you want to know what is going on in the U.S. computer industry, you have to come to COMDEX."

Prepare

"Our publication is growing very rapidly, and we're still operating with a small staff, so we really have to use our time as efficiently as we can," said Damm. "That's why it's important to do as much groundwork as possible before getting to the show. That way, you know what you want to cover and also have some time to pursue new leads."

Before coming to the U.S., Damm also contacted several Danish distributors to find out what they were doing to prepare for the show and what new announcements they were planning to make.

Start early

Computerworld Danmark is a weekly, so all of Damm's stories must be filed by Friday for closing. He enthusiastically filed his first story, covering the overall who, what, where, why, and when of the COMDEX trade show, back to Denmark on Monday morning, just hours after the show began.

"*Computerworld Danmark* focuses on news, so it's important to get to the source as soon as it happens and send the story back to the office directly," said Damm, who used the IDG News Service's Press Room to transmit his story electronically. "I am sending this story directly to our printer in Denmark," said Damm. "Our editors will pick it up there and make their final changes. That way, the story is all completed early, and the editors are ready to start on my next story as soon as it arrives."

> *". . . if you want to know what is going on in the U.S. computer industry, you have to come to COMDEX."*

Keep at it

As soon as his story was off, Damm returned to the Convention Center to pursue more story leads by talking to the representatives in booths throughout the trade show. "This is why it's so important to be here in person," said Damm. "I know the questions I want to ask, and now I have the opportunity to ask them directly."

The who ,what ,when

"Being here gives me the opportunity to get all of the information our readers need," said Damm. "They depend on

Continued on page 8

IDG WORLD UPDATE

The Local Loop

MARKETING SERVICES SPECIALIST

Digital News in Boston is looking for a marketing services specialist to handle reader service, direct marketing, and research responsibilities in the Reader Service area. Responsibilities include: coding each issue for both editorial and advertising reader service; maintaining and updating advertiser master lists; handling phone calls regarding reader service inquiries; passing leads on to sales force; and distributing summary reports. Direct Mail responsibilities include: list rental -- dealing with sales person or advertiser in determining criteria selection from database; ordering lists and handling invoicing; maintaining list rental files and spreadsheet; and issuing marketing services report. Marketing Research responsibilities include: working on a variety of research projects including advertising and editorial inquiry follow-up studies, reports from the editorial mention database, circulation database, and reader service database; and assisting in other research projects as determined necessary by the director of marketing. A degree in marketing is preferred. Contact Joan Dargan, *Digital News*, 33 West Street, 5th Floor, Boston, MA 02111.

GRAPHICS SPECIALIST

Computerworld is looking for a graphics specialist. The primary function of this position is to generate informational graphics using an Apple Macintosh microcomputer. The position involves the creation of pie charts, bar charts, tables, graphic illustrations, and other items both in color and black and white. The specialist is expected to advise the editors as to how raw data can be best displayed and represented in informational graphics. Candidate must have a thorough, proven familiarity with the Macintosh and associated graphics software, and must have at least one full year's work experience as a graphics specialist. Candidates must also be able to work under the pressure of tight deadlines, and therefore some newspaper experience is helpful. A college degree is desired, although proper credit received from an art school can be substituted. Contact Bill Laberis/Marjorie Magowan, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

ART DIRECTOR

CIO Magazine is looking for an art director who will be responsible for working with the editors to conceptualize art for feature articles and departments; contracting with illustrators and photographers for artwork; preparing dummy; working with typesetters in preparation of mechanicals and supervising press proofing at printing facility. This position requires someone thoroughly familiar with design and layout of four color magazines. The art director should have two to four years of experience in publications. Experience with producing collateral materials would be a plus. Contact Marcia Blumenthal, *CIO Magazine*, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, ext. 314.

SALES SECRETARY

Computerworld is looking for a sales secretary. Responsibilities for this position include: maintaining the budget for the Sales Department, monitoring share of market, interacting and assisting sales people, preparing expense reports and sales calls for sales director and monitoring sales forecasting. Candidate should possess excellent organizational and secretarial skills, and should have the ability to work independently in a fast-paced environment with changing priorities. Previous experience in a sales environment is required. Contact Ron Mastro, *Computerworld*, 375 Cochituate Road, Framingham, MA 01701.

CLASSIFIEDS

Reduced! For Sale: Elegantly restored two-bedroom end unit condominium in Brookline with parking. 1170 sq./ft. New European kitchen, appliances (including washer and dryer), and lighting. Formal living room, dining room, and study/guest room. Neutral tones and polished hardwood throughout. $180,000. Contact owner at 877-3272 or 877-0539.

FOR SALE: Living room set, dining room set, bedroom set, dishes, pictures, lamps. Moving, must sell. Available January 26. Contact Mary Dolaher at (617) 875-5000, ext. 440 to make appointment to view items. Will accept best offer.

ATTENTION BIKERS (SKIERS): Tired of watching people run past you at lunch time? Join IDC's Lunchtime Biking Club. Mid-day rides will continue until the snow flies! All interested parties should contact Doug Gold at IDC, 872-8200, ext. 633.

HOUSE FOR SALE: Spacious, older colonial with Victorian detail. 3 bedrooms, 1 1/2 baths, large dressing room, formal dining room, living room, large updated kitchen. Family room with wood-burning stove, large front porch, nice yard in a great neighborhood. Centrally located in Framingham. $185,000. Contact owner at 872-8256.

MARK YOUR CALENDAR

November 18	11:00 - 12:00 p.m. New Employee Orientation IDC Boardroom 5 Speen Street Framingham, MA All new employees must attend except CW Publishing.
November 12 - 13	IDG Communications Corporate Sales Training IDG Communications Boardroom 5 Speen Street, second floor Framingham, MA Contact Linda Bowes, IDG X554

Closing business at COMDEX

Their are more sales closed at at trade show than there are in four days in the field, " said IDG Communications Japan president, **Dick Yamashita** at COMDEX '87. "Trade shows are geared toward marketing and purchasing, that's why it's so important for us to make a major impact on this show."

IDG Communications' sales executives were well prepared to spend their time as productively as possible at this COMDEX.

> *Account executives did their groundwork ahead of the show, qualifying prospects and setting up appointments.*

Jim Lincoln, account manager with *Computer Currents* in Emeryville, California, started preparing for COMDEX several weeks ago. "I knew that this might be the only chance I'd have to speak with some of these prospects face to face, and I wanted to make the most of the opportunity," said Lincoln. "I had already qualified them and spoken with them many times. In advance of COMDEX, I sent them media kits and talked to their advertising agencies to understand their needs as well as possible. Then I sent them invitations to the party, along with passes for the VIP room and helicopter rides.

"When I followed-up to see if they were going to come to the party, I set up appointments with as many prospects as I could." Lincoln arranged six appointments for his two-day stay, and said he planned to close all of them.

Computer Currents Publisher, **Stan Politi**, provided some special incentive to prospects to help maximize sales potential during COMDEX. The first was to give 12-time rates to prospects who commit to advertising in three consecutive issues. And dressed as Uncle Sam, Politi handed out $50 bills to advertisers who committed to a junior page or bigger advertisement in the Washington edition at least six times.

Margaret O'Reilly, publisher of *PC World*, brought all 13 of her sales representatives to this COMDEX, as she has every year. "There is a twofold reason for them being here," said O'Reilly. They are here to sell; but they are also here to attend conferences and seminars. It is important for them to be thoroughly briefed on industry developments to make them effective marketing partners for their clients."

PCW Communications account executives did their groundwork ahead of the show, qualifying prospects and setting up breakfast, lunch, and dinner appointments with them.

Continued on page 8

Computer Currents Account Manager, Jim Lincoln, arranged several sales appointments for COMDEX.

COMDEX successful

Continued from page 5

Some of the topics covered included "Overseas Distributors and U.S. Vendors"; "Desktop Publishing"; "Cabling Issues"; "Software Entrepreneurship"; "The Software Marketplace in 1988"; and "Early Java -- OS/2 and PS/2: Will the Real Standard Please Stand Up?"

Six sessions were aimed at the estimated 10,000 non-U.S. show attendees. These sessions carried the theme "U.S. Products Overseas: COMDEX Welcomes Foreign Buyers."

"We are pleased by the huge turnout at COMDEX," said Leblois, "because it gives our publications more recognition than we have had in past shows."

Announcements

Several new products and services were introduced at COMDEX this year, despite the current instability of the stockmarket.

IBM announced that it will soon start shipping the OS/2 operating system, which will reportedly allow for new types of software on the machines from IBM and its competitors.

Unisys introduced a new line of personal computers which will bring it up-to-date with competitors and provide a basis for expansion in the PC market.

Other interest-grabbers included Intel's Inboard 386 PC and the IBM PS/2. ❑

* * *

Business. . .

Continued from page 7

Between their appointments, they also worked the show by getting an exhibitor list and circling new prospects as well as their current customer base, and following up with personal contact.

The PCW Communications account executives also attended as many press conferences and cocktail parties as possible, often up to three each night, to maximize client and prospect contact. ❑

Deadline. . .

Continued from page 6

us to get the whole story, so it's important to take full advantage of the situation: see as many new products, attend as many conferences, and ask as many questions as possible in the short time you're there." ❑

IDG WORLD UPDATE

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Happy Anniversary . . . .

One Year
Susan Odell - CW
Paul Earl - IDC
Jane Werner - IDC
Linda Barrett - CW/P
Stephen Lawton - DNP
Frederic Landmann - FCW
Carole Myhre - IFW
Roberto de Merlo Ferentzi - CW/Brazil
Valerie Frenot - CW/France
Laura Murrell - CW/London
Caroline Gabrielle - CW/London

Two Years
Diane DeFlorio - IDC
Julie de Chazournes - IDC France

Three Years
Maureen Carter - CW
Ed van Vliet - CW/Netherlands
Veronique Lamarque - CW/France
Stephen Arkell - CW/London

Five Years
Craig Pierce - CW
James Warmack - LINK
Darinka Bratusha - CW/Germany
Preben Engell - CW/Denmark

Nine Years
Deborah Depeyster - CW/P
Rita Rivard - CW/P

IDG

WORLD

UPDATE

VOLUME 17, NUMBER 46 NOVEMBER 17, 1987

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Join forces for new conference
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Inside

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IDG

Bloom celebrates 20th

From mailroom to controller

IDG Controller **Ted Bloom**, who joined IDG as a high school senior, recently became the first employee to celebrate a 20-year anniversary with the company.

In recognition of the event, Chairman **Pat McGovern** took Bloom, his wife **Barbara**, IDG President **Walter Boyd** and Executive Vice President of Finance **Bill Murphy** to lunch at the Ritz Carlton in Boston. He then gave Bloom a quartz Bulova clock engraved with "Happy 20th Anniversary, November 8, 1987."

"Ted's hard work and dedication to the company over the last 20 years have been invaluable," said McGovern. "He has

Continued on p. 6

IDG Controller Ted Bloom spent several years traveling with the Computer Caravan.

IDG Indy race

IDG Chairman Patrick McGovern with wife Lore Harp talk with Toshiba Senior Vice President John Rehfeld and his wife at the recent Cart PPG Indy car race.

Over 1,300 "High Tech Team" members and their guests enjoyed an exciting day at the races when a car sponsored by *InfoWorld*, *Computerworld*, and IDC competed recently at Laguna Seca, California.

The race was among the last in the Cart PPG Indy Racing Series. The blue and white 1987 C-March Cosworth sponsored by the IDG companies was driven by Randy Lewis.

"The race was really terrific," said **Kaye Sharbrough**, director of marketing at *InfoWorld*. "Everyone had a great time. It's not whether Randy wins or not that makes it such an enjoyable day, it's simply the idea of a nonthreatening, interacting environment. Car races are still unusual in our business, so it's something different we can offer our clients.

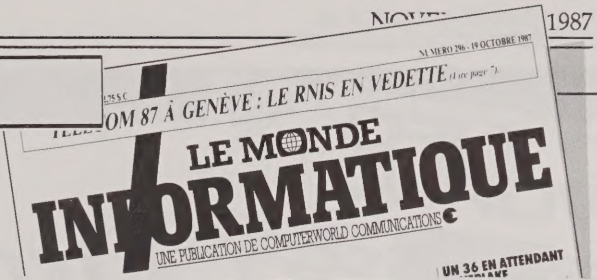
"The races give us the opportunity to get to know our clients in a non-selling environment; it's more like friends than client/sales relationships. It's a very nice way to thank our clients for their continued business."

Guests arrived on buses from the Santa Clara Marriott, and were escorted to a private "High Tech Compound" shared with Toshiba, Altos, Oracle, and Priam. A "High Tech Team" banner welcomed the group. Refreshments were served in six hospitality tents.

"This was one of our most successful racing events so far," said **John Reichmuth**, IDC's director of sales for the Western region." It was Reichmuth's idea to sponsor a race last year. The sponsorship was so successful with both employees and clients that this year the car was again sponsored by IDG companies. ☐

Gary Beach, publisher of *Network World*, and **Fritz Landmann,** vice president/ group publisher are both up on the E-Mail system effective immediately. They can be reached via the E-mail addresses CWCI.G/BEACH and CWCI.F/LANDMANN.

France


OM 87 À GENÈVE : LE RNIS EN VEDETTE
LE MONDE
INFORMATIQUE
UNE PUBLICATION DE COMPUTERWORLD COMMUNICATIONS

Computer Forum '87

Sets standard for communication strategy in 1988

As part of *Le Monde Informatique*'s strategy to enhance and promote its image in the increasingly competitive French marketplace, they recently held their first Computer Forum to promote the publication's industry knowledge and advertising sales.

"*Le Monde Informatique* is presently the leader in its market," said Publisher **Patricia Poupaert**. "However, in 1988 there will be six weeklies in this market, so we must continue to promote the publication to maintain and guarantee its continued success. "

"Our strategy has always been to move all of our publications into the number one position in their respective market niches in order to keep them there. We must be proactive in our marketplace," said **Francois-Xavier Chaussonniere**, country manager for France.

Forum

A full house of nearly 300 managers and directors participated in the Computer Forum at the Hotel Meridien, near Paris' Arch of Triumph. The first step in Poupaert's communication strategy involves closer communication between publisher and the exhibition/congress market.

"We decided to organize this forum because we are convinced that publishers benefit from a closer association with the exhibition/congress market where the need for face-to-face communication provides important industry insight."

Le Monde Informatique Publisher Patricia Poupaert at the recent Computer Forum.

The day-long forum focused on how to measure the impact of computing on a company's profitability, how to gauge the return on investment in automation, how to construct realistic models to illustrate return on investment rather than cost.

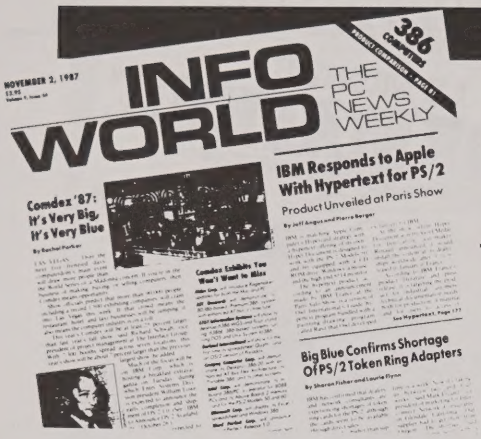
Poupaert determined the forum agenda and invited participants. AFCET (an association of French MIS managers) organized the meeting.

> *"We must be proactive in our marketplace"*

Participants represented both consultant and end-user firms, and included Andre Leynaud, chairman of Gamma International; Maurice Bommensath, managing director of Cegos Management; Georges Ughetto, MIS manager of Essilor; Kit Grindley of Price Waterhouse; Philippe Marescaus, managing director of GFA; and Jean-Serge Bertoncini, MIS manager of PSA.

"The forum was clearly a success," said Poupaert. "It was a very good promotion for *LMI* because it accurately reflected the credibility and quality of our newspaper. It also gave us an opportunity to promote advertising in *LMI* and to add names to our subscription files. We

Continued on p. 8



NOVEMBER 2, 1987

INFO WORLD THE PC NEWS WEEKLY

386 COMPUTERS

IBM Responds to Apple With Hypertext for PS/2

Product Unveiled at Paris Show

Comdex '87: It's Very Big, It's Very Blue

Big Blue Confirms Shortage Of PS/2 Token Ring Adapters

Dramatic growth

New appointments reflect outstanding growth

InfoWorld Publishing's dramatic growth in 1987 has led to several new appointments, an expanded test center, and the creation of two new bureaus to position the company for an enlarged market presence in 1988.

"1987 was a year of astounding growth for us," said President and Publisher **Eric Hippeau.** "We have brought ourselves toe-to-toe with the competition, and we have clearly exceeded their growth rate. The new additions at *InfoWorld* will help us continue and accelerate this growth in 1988."

InfoWorld is presently growing at 45% annually, and grew 89% during the period of September 1986 to September 1987. *InfoWorld*'s major competitor, *PC Week*, has grown only 5.7% to date this year, and grew only 7% between September 1986 and September 1987. United States trade publications as a whole registered growth of 4.9% this year.

"There is a simple reason for our success. We are responding to a real advertiser and reader need," said **Kaye Sharbrough,** director of marketing. "We provide a reliable and credible editorial product. And our tightly-controlled circulation guarantees the right audience for advertisers."

New bureaus

In 1987, *InfoWorld* opened news bureaus in Seattle, Washington; Atlanta, Georgia; and Dallas, Texas. Its newest bureau, recently opened in New York City, meant that for the first time *InfoWorld* will be filing editorial coverage directly from New York.

"This year, we have been lean and mean and stretched to the max," said Sharbrough. "So it's with sincere pleasure that we welcome the newcomers to our company. They are the best in their respective fields, true professionals who know and are committed to their business. Each will make an important contribution to our continued success next year."

Paula S. Stone was recently appointed InfoWorld's Dallas bureau chief.

Texas

The Dallas bureau recently announced the appointment of **Paula S. Stone** as bureau chief. Previously vice president/ director of public relations at Ogilvy Mather Public Relations in Dallas, Stone will cover the Texas and Midwest region, as well as several other beats that involve such issues as presentation graphics, project management and multi-user systems. She will research, report, and write about newsworthy events in the PC industry.

California

Karen Niles has been named regional manager, advertising sales, at *InfoWorld*'s Los Angeles regional office. Niles will be responsible for the Southwestern territory including greater Los Angeles, Arizona, New Mexico and Nevada.

Niles brings eight years of publishing industry sales manage-

Continued on p. 6

The Netherlands

Multi-User conference

IDC Benelux and CW Communications B.V. join forces to produce a success

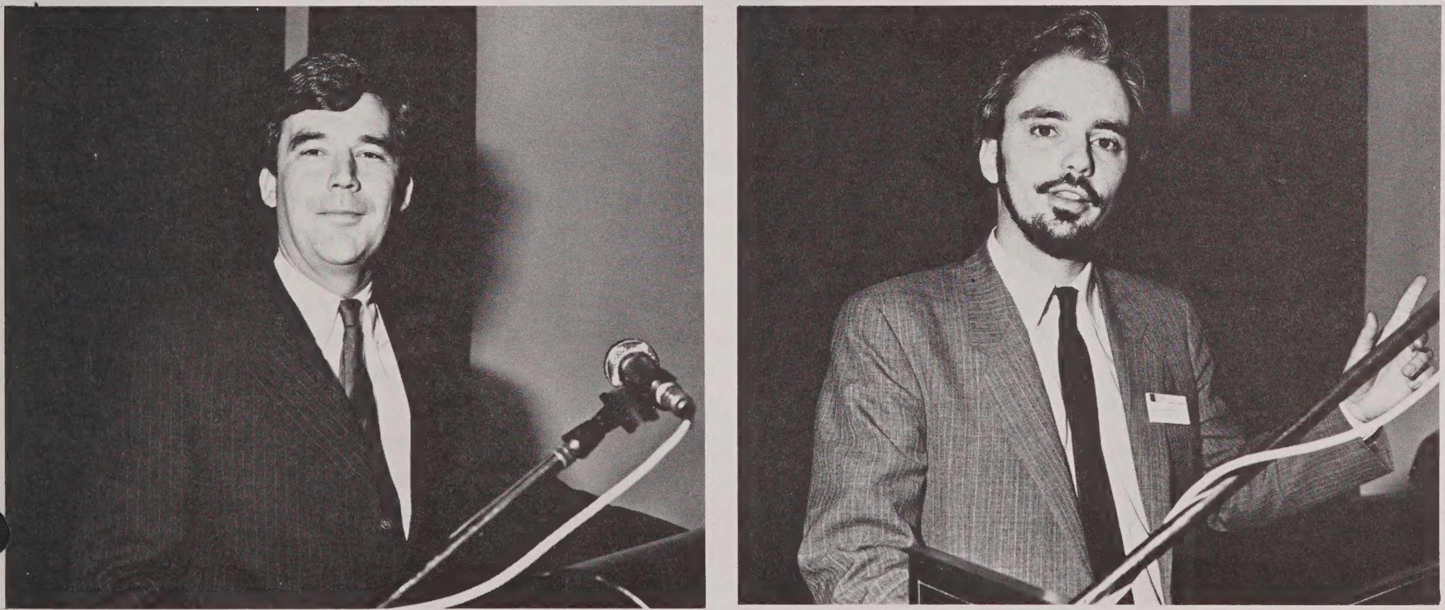
IDC Benelux and CW Communications B.V., both of the Netherlands, recently co-hosted a successful "Multi-User Systems Market Directions" conference at the Okura Hotel in Amsterdam.

"The conference was successful in uniting both IT users and vendors to discuss the multi-systems market developments in the Netherlands and the emergence of Unix," said **Hubert van Onna**, managing director of IDC Benelux. Attendance was approximately 80% vendors, 20% users.

Tom Willmott, IDC's vice president, PC/Micro Research, discussed the "IBM PS/2 - Evolution or Revolution?" **Phillip de Marcillac**, IDC's European market research director in London, discussed "Proprietary and Open Environment in Small Systems: Europe and the Netherlands." **Lee Doyle**, IDC's senior communications market analyst, discussed "Office Networking Strategies." **Martin Hingley**, program manager/processors for IDC's European Division in London, addressed "PC Vendors Strategies and Directions."

Jan Pieter Herweijer, IBM's manager of the banking, services, and education sector in the Netherlands, addressed the subject of "IBM's Multi-user and Systems Strategy." Marten van Gelderen, chairman of the Dutch Unix Users Group, discussed the emerging opportunities for Unix in a software environment.

In 1988 IDC Benelux is planning two conferences in addition to the regular Briefing Session. The first, in March, will address "Software & Services Market Developments in the Netherlands." Speakers are welcome and should contact Hubert van Onna. The second conference will take place in the fall. ❑



Tom Willmott, IDC's vice president, PC/Micro Research, and Phillip de Marcillac, IDC's European market research director in London, both spoke at the recent Multi-User Systems Market Directions Conference in Amsterdam.

First 20th anniversary at IDG

Continued from p. 1

been an integral part of IDG's overall success, and I am certain that with his help, we will enjoy many more successful years."

20 years ago

When Bloom joined the company in 1967 as a part-time mailroom clerk, he was a senior at Newton High School. "That's when the company was based in Newton. IDG was only about three years old and had approximately 25 employees," recalls Bloom.

Bloom continued to work at IDG as a part-time bookkeeper, reporting directly to McGovern, while earning his B.S. in business administration at Boston University. Upon his graduation from B.U. in 1973, Bloom became IDG's first credit manager in the Accounting Department, working for Murphy, who had joined the company in 1970.

Commitment

"When I first arrived at IDG, I immediately got into a battle with Pat McGovern over who had rights to Ted," said Murphy. "I wanted him because I realized he was a 'workaholic,' Pat wanted him because he was totally committed to the corporate ideals."

While working for Murphy, Bloom attended Boston University's graduate school at night and earned his MBA in accounting in 1977. "The whole time he was earning his master's, IDG was going through a period of rapid growth. But Ted did very well; he is an extremely quick learner with the ability to manage an incredible flow of paperwork," said Murphy.

Throughout this period, Bloom was also spending about four months a year away from the office as part of the "Computer Caravan," IDG's traveling computer show. The Computer Caravan traveled throughout the country providing computer education. "In the '70s, the computer industry was booming; it was a very exciting time in the industry," said Bloom.

IDG Chairman Patrick McGovern and Controller Ted Bloom with his wife Barbara.

Controller

In 1976, Bloom was appointed corporate controller. "The company was growing quickly, and as it grew and developed, so did my career," said Bloom. "IDG continually offered me new, interesting professional challenges. I had always enjoyed finance and accounting, and was fascinated with the publishing industry. The company gave me the opportunity to learn about these fields and to work in an environment that I really enjoy."

Bloom also had the opportunity to travel and work internationally at a very young age. "One of Ted's main assets is his charming personality. He has used this to great effect when dealing with individuals in the international operations. He is well liked and highly respected by everyone," said IDG International Controller **Ian Thalmessinger**.

"Ted has a great determination to keep things moving and get the job done. It's this combination of hard work, dedication and personality that has been the basis for his success," said Thalmessinger.

People

"The key reason I'm still here after 20 years is the people," said Bloom. "The professional challenge and the company itself are important, but the respect for and enjoyment of the people at IDG is the real reason I still like my job so much. You have to have respect for the people you work with. We work very hard, but we play very hard, too. People have to enjoy their work.

"Those of us who have been here for a while, like Walter, Bill and Pat, have a very strong affinity for the company; we know that we have all helped it grow. And the company grows on you. . . you really feel you [illegible]re a part of it. The success of the company is important to me. I want it to do well because it's a reflection on all of us."

"This may sound strange, but I regard the finances personally. I know it's not *my* money, but I still feel very responsible about it."

IDG is now 23 years old and boasts nearly 3,000 employees worldwide. "I offer a profound thank you to Ted for all of his contributions to the company during a hectic and demanding period when we went from $1 million to over $300 million in revenues. Very few people can stand the pressure that comes with that level of growth," said Murphy.

"Teddy is a central point of information," said IDG Communications Vice President of Corporate Services **Marion Kibbee**. "He has an incredible amount of knowledge. Whenever I need to know something, I just pick up the phone and call him. He is always available, always happy, and operates at a very even keel. He has been very important to the company as a whole."

"When I think of Ted I think of his amazing availability at virtually any hour of the day or night," commented **Bart Rhoades**, president of PCW Communications. "We have a standing joke, because I frequently call Ted between 4 and 5 p.m. (Pacific Time) or 7 and 8 p.m. in Framingham. When we finish chatting at that hour I tell Ted that 'it's O.K. to go now,' and try to nudge him towards home." ☐

Key appointments

Continued from p. 4

ment experience to her new position. Most recently, she was area manager for *Computer & Software News*, Lebhar Friedman, Los Angeles, California. Prior to that she was district sales manager for *Byte* magazine, McGraw-Hill Publications, also in Los Angeles.

Karen Niles, InfoWorld's newly appointed regional manager, advertising sales, in Los Angeles.

Rick Jameson has joined the Northern California office as regional sales manager, and will be responsible for advertising sales in Oregon, Idaho, Wyoming, and Montana, as well as parts of Northern California.

Jameson has ten years of advertising sales experience, seven of them with computer trade journals. Most recently he was with *PC Magazine.* Prior to that, he worked with *Mini-Micro Systems and Computerworld.*

"*InfoWorld* is positioned for spectacular growth next year, and I'm looking forward to doing my part in making it happen," said Jameson.

New York

Harry Versen has joined the New York office as regional sales manager. Versen will be responsible for the Mid-Atlantic sales territory, including Pennsylvania, New Jersey, New York, Ohio, Maryland, Delaware, and Washington, D.C.

Most recently, Versen was national sales manager at *Computer Reseller Magazine*, a Thompson International publication. Prior to that, he was regional sales manager at *Computer Reseller News* from CMP Publishing. Versen has eight years of advertising sales experience.

"IDG Communications is positioned as the leading publisher of computer trade journals in the world," said Versen. "And working at *InfoWorld* is a fantastic opportunity for anyone in the industry selling space. I'm lucky to be here."

Georgia

Maggie Dorvee has been named Atlanta regional sales manager. She will be responsible for the Southeastern territory, including Georgia, Florida, Alabama, Tennessee, North Carolina, South Carolina, and Virginia.

Dorvee brings 11 years of advertising space sales to her

Continued on p. 8

InfoWorld...

Continued from p. 7

position, including four years at *Byte* magazine. Most recently Dorvee was district manager for *Business Week*'s Executive Programs Edition at McGraw Hill.

A graduate of the University of Georgia, Dorvee currently resides in Atlanta with her husband.

"This is a wonderful opportunity with an outstanding company, and I'm very happy to be here," said Dorvee.

Test center

The *InfoWorld* Test Center in Menlo Park, California, which conducts benchmark and product comparison studies for *InfoWorld* as well as other companies, will expand by 7,000 square feet. Many new editors and technicians will join the staff in 1988 to support the expanded facility. ☐

IDG WORLD UPDATE

Managing Editor
Nancy Cusack

Contributing Editors
Larry Bishop
Mary Dolaher
Susan Perry
Christine Sheroff
Melissa Strayton
James Warmack

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-11-66-651; On-Tyme mailbox: IDG.N/CUSACK.

LMI Forum

Continued from p. 3

will definitely arrange this forum next year."

"It was clear for us in France that a series of such conferences should be launched, and that events of this type should be created in direct contact with the press," said Poupaert. "Efficient communications will be obtained by introducing direct information campaigns like the forum, where the audience absolutely demands the highest quality of information."

Upcoming

Le Monde Informatique has also scheduled participation in three upcoming conferences, including Forum PC and the two telecom conferences, Resocom and Espace Reseaux.

Representatives of Computerworld Communications France will also be attending quarterly breakfast meetings each year with members of the IDC France office. The first breakfast meeting was held recently to discuss the PC market evolution in 1988.

"These breakfast meetings will help us to keep updated on the industry," said Poupaert. "This helps support our image of being very aware of the changes in the industry." ☐

* * *

Happy Anniversary . . .

One Year
Joanne McQuaid - CW
Joanne Blanc - IDC
Adel Labib - IDC
Barbara Tannenbaum - PCWCI
Joseph Widman - PCWCI
Dorothy Lemos Soares - CW/Brazil
Cok de Zwart - CW/Netherland
Anki Hammarbaeck - CW/Sweden
Jackie Moore - CW/London
Susan Miller - CW/London
Yvonne Shwager - CW/Switzerland

Two Years
Mitchell Freidman - IDC
Jerry Borrell - PCW
Ann-Marie Ronzere - CW/France
Leonid Thatchenko - CW/France

Three Years
Lisa Whittemore - CW
Peter Montross - CW/P
May Sui - PCWCI
Vlasta Kemr - CW/Germany

Four Years
Marjorie Hayes - CW
Tema Goodwin - PCWCI
Jeus Maichael Damm - CW/Denmark

Five Years
Alice Longley - CW
Harold Bjornsen - CW/P

Seven Years
Thomas Willmott - IDC

IDG WORLD UPDATE

VOLUME 17, NUMBER 47

NOVEMBER 24, 1987

Highlights

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1988 budgeting process
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☐ **IDC**
New desktop publishing equipment for better quality and cost efficiency
Page 3

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☐ ***inCider***
First special issue
Page 6

* * *

Inside

☐ IDG Corporate Communication appointments

IDC

1988 Strategy

New products will be key

By Peter Moore

"Hot" products, a well-organized staff, and happy customers: According to IDC Chairman and CEO **Carl Masi**, these are the three keys to long-term success for any company. IDC's strategy for the next three years will rely on all three elements, with particular emphasis on hot products.

"IDC has been successful because our customers like our products. They like our products because the people who develop our products understand what our customers need and give it to them in spades," said Masi.

In keeping with this philosophy, a major goal for IDC in 1988 and beyond is to invest in more hot products. This means enhancing certain existing products, introducing new ones, and taking advantage of new market opportunities as they arise — often even before they arise.

Continued on p. 4

1988 budget planning

IDG Communications recently completed its international budget meetings in Los Angeles, California. International regional managers and controllers reported on year-to-date results and discussed their budgets for 1988.

The process

"Every company needs to adjust its goals and plans to reflect the needs of the marketplace and the financial resources available," said IDG Communications President and CEO, **Axel Leblois**. "The budgeting process takes a lot of energy and team spirit to generate and create a productive, creative plan. It's the best time all year that we can step back and look at the whole picture."

The international regional managers, controllers, and IDG Communications headquarters team spent five straight days in Los Angeles. The budgets were set up on an online computer system to streamline the process of constantly changing budget information. Leblois used a laptop computer to summarize changes so the managers could leave the room with a printout. Leblois felt this instant response was essential to keeping the process moving and to give the publishers the maximum amount of time to work with their team.

Communications tool

"What's good about the way the process is handled within IDG Communications is that it becomes a true communications tool," he said. "The process encourages managers of each individual publication to take a good, hard look at the markets and think about the future of these markets. It also gives them information about the objectives of different departments within their organization."

This year IDG Communications handled the budgeting process differently. Over 500 employees (twice the 250 last year) were directly involved in the budgeting process. By having more employees participate in the process, each staff became better educated in the goals of their organization and about IDG Communications objectives as a whole. This process will allow them to be better informed and to work more successfully towards those goals in 1988.

1987 results

Results as of September 30 show many IDG Communications companies and publications on or above their budgeted results. Den-

Continued on next page

Stockmarket effects

fined its 1988 strategy guidelines before the U.S. stockmarket's crash, but it was very much in tune with the general economic situation in that they focused on investment in major products and improved profitability.

"We believe that the trends in computer markets are not necessarily dependent on the general economic situation," said Leblois. "The nature of the changes in technology will continue to force companies to acquire hardware, software, and services for the next few years as information systems become a key to productivity, and thus to competitiveness."

"The general consensus among analysts at COMDEX was indeed that the computer industry cycles were not in phase with economic trends," said Leblois. "For 1988, we actually see major advertising commitments booked in our U.S. publications in November,"

Leblois acknowledges that the possible weakness of consumer spending may affect vendors which are heavily dependent upon the home/hobby, mail order houses, or education markets. "However, our exposure on these markets is esxtremely limited," he said.

"The fact that the dollar is weaker now will boost the profitability of the overseas operations. In 1987, our overseas operations accounted for nearly half of IDG Communications profits overall," said Leblois.

"We are looking forward to a very stable, profitable year in 1988," said Leblois.❑

mark, the Netherlands, Norway, Switzerland, France, Italy, Spain and Venezuela were all on or better than their budget, as well as *AmigaWorld, Portable Computer Review, InfoWorld, Federal Computer Week, Publish!*, and *Macintosh Today* .

1988 expectations

"We have very realistic expectations for 1988," said Leblois. "We grew quite a lot in 1987, adding many new publications. In 1988 I'd like to build on this success by increasing our profit margins and helping to make each of our existing publications a strong market leader. As a result, I have asked each of the managers to be extremely conservative with their forecasts for 1988."

Leblois was pleased with the highly efficient forecasting and budgeting work displayed by the managers for 1988.

"The meeting was positively an open discussion, full and frank and very productive," said International Controller **Ian Thalmessinger**.

"It was more like a forum than ever this year, because we had all of the financial people in the room together making decisions jointly."

"It was definitely a very good experience," agrees **Ney Kruel**, regional manager in Brazil. "It was definitely an open discussion, and I really felt that they listened to me. Axel and his staff had a very good understanding of my business and of the market in Brazil, and they were realistic in their expectations for next year.

Continued on p. 8

Electronic publishing at IDC

IDC acquires top-notch equipment, cuts costs and improves quality

By Véronique Sulliger

IDC has acquired a new electronic publishing system. Running Interleaf software on Apollo Technical Workstations, the publishing equipment will be utilized to produce all IDC reports.

"We are using advanced technology to provide better quality services and products for our clients," IDC Chairman **J. Carl Masi** explained at the ribbon-cutting ceremony marking the kick-off of the new equipment. "With this system, we will be able to deliver reports of much higher quality at a much lower cost."

> *"Our new system will cut production costs by as much as $100,000 a year"*

Substantial savings

Until now, documents were produced with a conventional word-processing system, and the printer output was used as camera-ready copy. The volume of information created was about 60,000 pages a year. By January, all documents will be produced on the electronic publishing system.

"Our new system will cut production costs by as much as $100,000 a year, said **Larry Bishop**," director of operations. The new system will condense a 100-page document from a word-processor to approximately 65 pages. As a result, both printing and mailing costs will be substantially reduced.

Better quality

Not only will the production costs go down, but the quality will go up.

Near-typeset quality output, dual-column printing, and integrated graphics are only a few of the features which will make reports more attractive.

Technology pioneer

As a relatively small company, IDC is taking an innovative step with the acquisition of this electronic publishing system.

Small companies are still reluctant to invest in publishing equipment. According to an electronic publishing study conducted by IDC in November, 1987 (sample: 600), only about 15% of small companies surveyed are installing or updating publishing equipment. Another 16% of them are evaluating the purchase of such equipment. The remaining 69% are not considering electronic publishing to meet their printing needs.❑

For copies of the IDC survey on electronic publishing, contact ***Joan Carol Brigham at (617) 872-8200, x231.***

New products gu

Continued from p. 1

Among IDC's specific plans for 1988-1990 are the following:

Less, better, more often

- IDC's Continuous Information Service provided by the Technology Services Group will get a facelift. One of the service's primary features — published reports on market trends, product evaluations, comparisons of major vendor strategies, and other data covering a variety of technologies — will be tailored to reflect the concept of "less, better, more often."

Carl Masi, IDC chairman and CEO

"Less, better, more often means producing a Continuous Information Service with fewer thick, 100-page reports and more timely, brief, concise analyses," Masi explained. "It will improve both the quality of the analysis and the packaging of the service."

IDC has invested in an extensive new desktop publishing system to help upgrade the look and feel of these reports. Two tangible results will be dramatically improved presentation graphics in the reports and significant savings in the production budget, Masi predicted.

Given the importance of the service, it's easy to appreciate IDC's desire to keep it as fresh, current, and useful as possible.

"The Continuous Information Service is IDC's bread and butter, accounting for roughly 75% of total revenues," said **Tom Willmott**, senior vice president/technology services.

New services

- A new version of the Continuous Information Service will be introduced for small- to middle- sized companies. "Currently, the service is geared more toward larger accounts," said Masi.

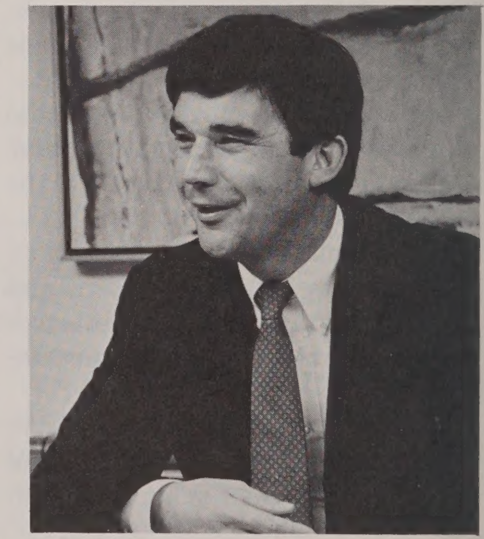
"In smaller companies, you don't find a lot of MIS organizations or a lot of experts on information technology," he observed. "Yet you do have practical business people wondering how they can apply information technology to improve their client service, their bottom line, the productivity of their people, and their competitive edge. They need accurate information about information technology in order to make the right decisions. Providing this information to this market will be a major product development in 1988."

New products

- Emerging technologies will be crucial in sparking the development of new IDC products over the next three years. In 1988 alone, at least 30% of IDC's budget will be spent tracking such areas as microprocessor-based systems, communications networks, and optical-disc technology.

"Many of these technologies are just beginning to show practical application in the marketplace," said Willmott. "They represent areas where IDC can come in right at the beginning of a product life cycle and establish itself as the leading expert on that product."

"Our goal is to be known as the company that can provide specific, need-to-know information on emerging technologies," added Willmott. "You can count on us investing our resources carefully and wisely in order to provide absolutely the highest level of expertise available in these areas."



Tom Willmott, senior vice president/technology services

New market

- The health care industry will be added to the growing number of

ide 1988 strategy

vertical markets served by IDC's expertise in technology applications. Markets already served by IDC's industry-specific business units include the federal government and the financial services and communications industries.

"In getting started we are looking at the hospital, pharmaceutical and health insurance segments to attempt to draw them together into a broad-based service. We would then plan to offer modules that address each major segment of the industry," said **Marina Young**, senior vice president. "To expand our commitment to the federal client base and to further develop the vendor market that serves government, we are in the process of adding applications to the Technology Information Services. This process is called federalization."

New subsidiary

- Some new and exciting activity is under way in the Financial Services Group.

A High Technology Information Consultancy (HTIC) product will be launched in 1988 to address the needs of financially-oriented vertical markets.

"It is a blend of rapid response consultancy via the telephone, and quick, concise position papers on markets and/or technology as directed by the client," said Charlie Greco, president of the group. "It is designed to be of high quality as well as high cost."

Additionally, the Financial Services Group for the first time has restructured its flagship product, the Leasing Planning Service, to position it for sale to Fortune 500 users.

"We're excited about this product launch because it will give us an opportunity to expand our product's market capabilities," said **Sandra Iafolla**, the group's vice president. "Our preliminary market research indicates that LPS for users will be warmly received, and we look forward to this new and challenging market for us."

Charlie Greco, president of the Financial Services Group

Intelligence

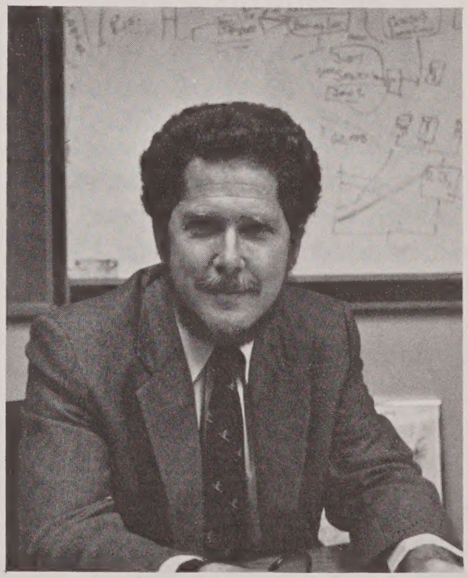
- IDC's Market Intelligence System will debut in January 1988. A custom-designed service to be offered initially in the U.S., it is based on the premise that companies need to stay informed about what their customers think of them, what their competitors' customers think of their competition, how effective their marketing efforts are, and other information critical to their success.

According to **Paul Earl**, President of the Global Data Resources Group, "Too many important management decisions are made based upon nothing but gut feeling. This new IDC service will give our customers timely, objective, accurate information upon which to make these decisions in the future.

"For example, there are companies spending tens, sometimes hundreds, of millions of dollars on advertising and marketing communications without a reliable way to measure the results."

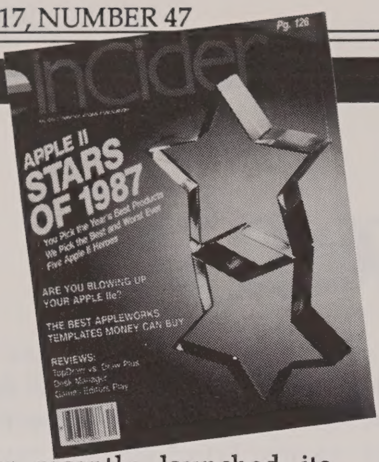
Global

- International markets will become increasingly important to IDC during 1988-1990. Masi said IDC will continue to capitalize on its international investments of the past 18 years, while establishing a new presence in selected European, African, Middle Eastern, and Asian markets.



Paul Earl, president of Global Data Resources

Continued on p. 8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inCider
APPLE II
STARS OF 1987
You Pick the Year's Best Products
We Pick the Best and Worst Ever
Five Apple II Heroes
ARE YOU BLOWING UP YOUR APPLE IIe?
THE BEST APPLEWORKS TEMPLATES MONEY CAN BUY
REVIEWS:
TopDraw vs. Draw Plus
Desk Manager

inCider

Special issue

InCider recently launched its first special issue publication, *Begin Computing*, aimed at the beginner and new buyers of Apple IIs. "The majority of *inCider* subscribers are intermediate end users," said **Dawn Matthews**, marketing manager for *inCider*. "*Begin Computing* is the first publication targeted specifically to the Apple II beginner. It's their guide to buying and enjoying the Apple II computer."

> *"...first publication targeted specifically to the Apple II beginner"*

Begin Computing will be sold at newsstands and in computer stores through the end of the year, and will be advertised in *inCider*. Circulation is expected to reach 100,000. In the future *Begin Computing* will be published annually.

Content

The first issue of *Begin Computing* featured six chapters which opened with an introduction to the capabilities of the Apple II, and covered in-depth the equipment fundamentals of loading and storing software, introduction to major categories of applications and software, and outlined the more sophisticated applications to which beginners may look.

The guide closes with a list of local vendor companies, their addresses, and the products they sell.

"We really covered all the bases with this publication," said **Eileen Terrill**, managing editor. "We wanted this guide to be as complete as possible for the beginning users and prospective users of the Apple II."

Strong introduction

The guide was introduced at AppleFest, the new, three-day computer trade show for Apple II users, held in the Civic Auditorium in San Francisco, California. Organized by Cambridge Marketing of Lexington, Massachusetts, the show attracted 22,000 attendees and is the first forum to give Apple II vendors the opportunity to interact with end users.

Copies of *Begin Computing* and *inCider* were distributed.

The *inCider* booth attracted a constant stream of observers by holding daily drawings giving away thousands of dollars worth of Apple II hardware and software donated by advertisers.

"The environment was really ideal to launch the guide," said Matthews. "We were very pleased with the positive feedback we received from the attendees regarding the new publication. People are very interested in a publication that targets beginning users and buyers of the Apple II.

"The strong show attendance only added to the value of launching *Begin Computing* at this show."❑

RECEPTIONIST

IDC in Reston, Virginia is looking for a receptionist with an excellent phone manner and professional image. Typing of 60 wpm is a must, with the willingness to learn word processing. This is an excellent entry level position for someone re-entering the work-force and seeking a position with little pressure. Contact Arline Clements, IDC, 1930 Isaac Newton Square, Suite 201, Reston, VA 22090.

PRODUCTION MANAGER

IDC in Reston, Virginia is looking for a production manager to type and coordinate printing of all written research. Additional duties will include library maintenance, requests for government documents, weekly document retrieval in Washington, D.C., and general clerical support for the research staff. Candidate must have accurate typing of a least 70 wpm and current word processing experience. Contact Arline Clements, IDC, 1930 Isaac Newton Square, Suite 201, Reston, VA 22090.

NEWSLETTER EDITOR

IDC is looking for a newsletter editor in the Communications Research Group. This position has responsibility for the development and production of a new IDC newsletter in the area of networking technology. Responsibilities include: determining editorial content and coverage; writing and editing of text and graphics; submitting camera-ready newsletter for production by scheduled deadline; assisting in supporting editorial management of IDC research publications. The qualified applicant for this position will have substantial editorial experience with an information processing industry newsletter or trade publication. Excellent writing and time management skills are necessary, and experience with Interleaf software is desirable. College degree is required. Contact Communications Industry Research Group, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

CLASSIFIEDS

FOR RENT: Killington condo, December 5 - 12. Conveniently located on Killington Access Road. Stereo, TV, stocked fireplace. Sleeps four. Free health club, free shuttle to slopes and nightspots. $800 or best offer. Call Bruce, (617) 879-0700, x726.

FOR RENT: Ski rental. Three-bedroom condo, sleeps eight. Located in Loon Mountain resort community. Shuttle buses to slopes, recreation facility and indoor pool on premises. $400/weekend, weekly rates and additional nights also available. Call Ellen, (617) 872-8200, x371.

IDG WORLD UPDATE

The Local Loop

VOLUME 17 NUMBER 47 NOVEMBER 24, 1987

SENIOR RESEARCH ANALYSTS

IDC in Framingham is looking for senior research analysts in the Communications Research Group. These positions involve primary research, consulting, and analysis in the areas of network architectures, networking standards, and telecommunications systems. Responsibilities include: conducting primary and secondary research, and providing market/technology analysis and forecasts on focused areas of the communications industry; preparing reports, memoranda, and bulletins for IDC clients; supporting IDC client requests for information through telephone inquiry, customized consulting, and site visits and presentations; representing IDC at industry conferences and trade shows; and supporting IDC marketing and sales activities. Qualified applicants for these positions will have at least five years of communications industry experience with either a vendor, user, or consulting organization, and in-depth knowledge of computer network architectures or telecommunications systems. Excellent writing, presentation, and time management skills are essential. Experience with Lotus 1-2-3 and DBASE III are desirable. MBA or advanced degree is preferred. Contact Communications Industry Research Group, International Data Corporation, 5 Speen Street, Framingham, MA 01701. No phone calls please.

COPY EDITOR

CIO magazine is looking for a copy editor for the Editorial Department. Above all, this individual should be a thorough and capable line editor with one to two years of magazine editing experience, preferably with a business publication. The successful candidate will demonstrate the ability to edit copy for style, organization, and sense; to be a careful proofreader; to assist the managing editor in developing a distinctive tone for the magazine; and to write accurate, lively headlines. The ability to write occasional short "brights," product briefs and calendar items would be a plus, as would a grasp of information technologies and related issues. Salary commensurate with experience. Send resume in confidence to Lew McCreary, managing editor,*CIO* magazine, 5 Speen Street, Framingham, MA 01701; or call(617) 872-8200, x618.

ASSISTANT ART DIRECTOR

CW Communications in Peterborough, New Hampshire is looking for an assistant art director in the Art Department. This position requires a creative, highly organized, self-motivated person to assist the art director in layout and design, and all phases of magazine production. Candidate should be versatile in type specification and paste-up, be able to work with vendors, photographers and artists, and be responsible for meeting deadlines consistently. Two years of magazine or related experience is required. Contact L. Sweeney, CW/Peterborough, 80 Elm Street, Peterborough, NH 03458. No phone calls please.

Corporate Communications staff appointments

Sulliger named PR manager

Véronique Sulliger is IDG Corporate Communications' first public relations manager.

In her new position Sulliger will work closely with Director of Corporate Communications **Glenda Cudaback** on a long-term public relations plan to create a clear and accurate profile of the company.

Sulliger's responsibilities will include global itinerary planning; concept, execution and production of special events; media engineering; and a wide range of on-going management support.

Sulliger worked as an assistant account executive for three years at Rohner + Rohner, a public relations agency in her native Switzerland. To further her education in the public relations field, she came to the United States to study at Boston University College of Communication, where she earned her B.S. in Communications earlier this year.

While a student, Sulliger worked part-time in the Boston University Office of Public Relations. She has worked on a project basis for IDG's Corporate Communications Department for approximately three months.

"I am thrilled to have the opportunity to use my international background in public relations here at IDG," said Sulliger.

"Véronique's appointment is a very important step in the development of IDG's public relations plan," said Cudaback. "She brings excellent professional skills and a valuable international perspective to the job."❑

Ruderman joins IDG

Leslie Ruderman has joined the IDG Corporate Communication team as assistant to **Glenda Cudaback**, director of corporate communication.

Most recently, Ruderman was administrative assistant to the publisher at Architectural Digest magazine in New York City.

"I am really pleased to be able to continue working in a publishing-related corporate environment," said Ruderman.

"Leslie is a real asset," said Cudaback. "She brings a broad range of experience, tremendous potential, and a very responsible and professional attitude to her job."

Ruderman, who attended George Mason University in Fairfax, Virginia, is currently a Natick, Massachusetts resident.❑

IDC in '88. . .

Continued from p. 5

"Today IDC is in 23 countries, and nearly half our employees work outside the United States," he said. With foreign spending on information technology expected to surpass U.S. spending sometime next year, additional global opportunities will certainly arise for IDC.

IDC welcomes the opportunities of 1988 and beyond. Under Carl Masi's guidance, the company stands well-positioned to further its reputation as the world's leading market research and consulting firm on information technology.

What about profits? "Next year we should show healthy profits during the entire year. All of this is a direct result of our hot products, our competitive, well-informed people, and our happy customers," said **Tom Swithenbank**, senior vice president of operations.❑

IDG
WORLD
UPDATE

Managing Editor
Nancy Cusack

Contributing Editors
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James Warmack

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New address for *CW* northen California

IDG Communications has announced that *Computerworld* has moved its Northern California sales office and news bureau to 500 Airport Boulevard, Suite 400, Burlingame, California, 94010. The office's new telephone number is (415) 347-0555.

Computerworld Editorial Bureau Manager **Kathy Chin Leong**, Senior Correspondent **Julie Pitta**, and Correspondents **James Martin** and **Stephen Jones** a well as *Computerworld's* Regional Sales Director, **Mark Glasner**, and his sales staff, are all located at the new facility.❑

* * *

Continued from p. 3

"I came away with a very good understanding of the company's overall goals for 1988."

"I do not know of any budget cycle that does not go through heavy debate," said Leblois. "But it's a healthy process. From the combination of many opinions comes the best possible solution."❑

Reminder

IDG Update will soon start including newsbriefs. If you have any news items which you feel are important, though perhaps not long enough for a full-page story, please send them with attention **Nancy Cusack**, IDG, 5 Speen Street, Framingham, MA 01701. E-mail box IDG.N/Cusack, Fax (617) 879-4681.

Happy Anniversary . . . .

One Year
Anthony Membrino - IDC
Don Shadley - IDC
Shannon Dolan - PCWCI
Julie Miner - PCWCI
Coleen Nakamura - PCWCI
Marcos Neves dos Santos - CW/Brazil
Hannah Sutherland - CW/London
André Eisenstein - CW/Switzerland
Tina Potter - IDC Asia

Two Years
Claudia Mossner - CW/France

Three Years
Katherine Roco - IDC
Mannela Wimmer - CW/Germany
Kalman von Vanja Nagy - CW/Venezuela
Kristen Raadberg - CW/Denmark

Four Years
James Connolly - CW
William Smith - CW/P
James Felici - PCWCI

Five Years
Ralph Ames - PCWCI
Jane Boyer - PCWCI
Noreen Browning - PCWCI
David Bunnell - PCWCI
Harry Miller - PCWCI
Jacqueline Poitier - PCWCI
Cheryl Woodard - PCWCI

Six Years
Sheryl Merchant - CW
Erik Hargesheimer - IDC Germany

Eight Years
Yves Delacour - IDC France

IDG
WORLD
UPDATE

VOLUME 17, NUMBER 47 DECEMBER 1, 1987

Highlights

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☐ ***CW Australia*** Taylor named publisher
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☐ ***PC World Norge*** Survey results to guide editorial content in 1988
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Inside

☐ *CMG/World Expo creates promotion group*

New Zealand

Successful first year

Computerworld New Zealand has just completed a very successful first year. Its subscriber base now totals 10,200, and readership is 34,000. This puts *Computerworld New Zealand* well ahead of its competitor, *N.Z. Interface*, which has 28,000 readers.

In display advertising market share, *Computerworld New Zealand* has more than 40% of the business placed in computer publications. In recruitment, it holds a 38% market share compared with its chief rival regional newspaper, *The Dominion*.

In addition, the publication cornered the annual Powercorp Awards for computer journalism, presented for the first time in New Zealand this year, by winning three of the five awards including the country's best computer publication.

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Special report: Unix — Pages 27-30 ◆ Top jobs — Pages 43-47

COMPUTERWORLD NEW ZEALAND The newsweekly for the computer community

November 16, 1987. No 47

Birthday time at Computerworld

Tasman 2 project worth $30 million to NZ

Some $30 million of the $200 million Tasman 2 optical-fibre project will be spent in New Zealand, and more is expected to fall to local companies from other undersea cable projects planned for the Pacific.

Overseas Telecommunications Corp Australia (OTC) with Submarcom of France, a subsidiary of Alcatel, the world's second largest telecommunications company. Telecom and OTC will each bear half the cost of the project.

Signing is scheduled for December 15. Standard Telephones & Cables (NZ) Limited, which is also a subsidiary of Alcatel, will manufacture power feed and multiplex equipment for Tasman 2 at its Upper Hutt plant.

survey contract.

Tasman 2 — only phase one of a Pacific-wide project — will provide capacity for the traditional telephone and low-speed data services, as carried by the existing Tasman 1 and ANZCAN cables, and will also provide capacity for high-speed data, video-conferencing and other new services.

Construction will start next year and be completed in 1991.

Phases two and three will be fibre cables from New Zealand to the US and Sydney to Asia via Guam.

Computerman 1987 announced

IDC Benelux and CW Communications Netherlands recently selected **Eckhart Wintzen**, managing director of BSO, a leading Dutch Software Bureau, as the Dutch Computerman of the Year for 1987.

> *"...commitment, leadership, and vision of the future..."*

"Wintzen was selected on the basis of his creativity," said **Hubert Van Onna**, country manager of IDC in the Netherlands. "His commitment, leadership, and vision of the future distinguishes him as a key leader in our computer industry."

Background

Wintzen's work includes the development of hardware and software for scientific applications at Philips. He was also a project leader with the European Space Research Organization, and established a European software house based in Switzerland. Subsequently, he founded the Dutch branch of the American GTE/Information Systems. When GTE's shareholders decided in 1976 to withdraw from the automation industry, Wintzen spearheaded a management buyout, and the company was renamed BSO/Information Systems. It was from this company that BSP/Buro voor Systeemontwikkeling later grew.

BSO

As managing director of BSO, Wintzen has largely determined the company's direction, and has contributed heavily to the corporate culture and re-organization.

BSO delivers quality services to industry and government professionals in the areas of automation and data processing. BSO emphasizes support as they introduce new technologies. They provide this support at the implementation, installation, and management stages.

BSO has grown rapidly since Wintzen conceived it ten years ago, and is now one of the largest and fastest-growing software firms in the Netherlands. In 1986 BSO achieved a turnover in excess of seven percent of the Dutch market, which comprises over 500 firms.

"Despite our rapid growth, our objective is, and has always been, quality," said Wintzen.

BSO's central research activities concentrate on both fundamental and applied research in a number of fields including Artificial Intelligence, and the Distributed Language Translation (DLT) project, which is being undertaken with the support of the Ministry of Economic Affairs. The project will enable BSO to gather significant information about natural language processing, expert systems, dialogue techniques and network technology.

Eckhart Wintzen was recently selected by IDC and CW in the Netherlands as Computerman of the Year for 1987.

Honors

In addition to his work with BSO, Wintzen also has various honors. He is one of the founders of the School of Management Information Science, a second-tier course at the Catholic University of Brabant, where he is a member of the executive board. He is also a member of the Technical and Scientific Advisory Council to the Dutch government and and was a member of the "Dekker Commission" which advised the government on the policy to be pursued in the Netherlands with regard to new and existing technologies.

Wintzen is also a member of the board of the Future of Technology Foundation and holds a number of non-executive directorships. In addition, he was for some time a columnist for the *Economisch Dagblad*. This gave him an opportunity to air his pronounced and highly individual views on numerous industry issues and developments.

The award was presented with tickets to the U.S.A. by Dr. Van Oorschot, Chairman of CW's Advisory Board in the Netherlands. Dr. Hans Rosenberg, Computerman of the Year in 1986, was present to congratulate Wintzen.

"I am honored to be chosen as the Computerman of the Year," said Wintzen. "Technology means a great deal to me, and it is rewarding to know that my work over the years is recognized by knowledgeable industry leaders."❑

Australia

Taylor appointed publisher

Susan Taylor was recently named publisher of *Computerworld Australia*. Taylor will be responsible for the overall management of the publication with particular emphasis on the achievement of profit objectives and preparation and responsibility for *Computerworld Australia*'s annual business plan.

"I am extremely excited about the responsibility and challenge of this position," said Taylor. *Computerworld Australia* has achieved market leadership and an excellent reputation as the most respected information source for information systems professionals.

"I intend to maintain and strengthen this position by developing the enthusiastic and experienced team which is already very dedicated to the publication," said Taylor.

"I am delighted by Taylor's well deserved appointment to publisher of *Computerworld*," said IDG Communications President and CEO **Axel Leblois.** "Susan knows the marketplace, keeps close to our customers, and is a team player with strong leadership skills.

"We look forward to having Susan participate in our newly launched Publishers' Training Institute here in the U.S. in early 1988 where she will spend two and a half days with fellow colleagues learning and exchanging ideas and experiences."

"It's never easy to let go of the things which you feel strongly about," said VP/Pacific Region **Alan Power**. "As my first-born in 1978, I love *Computerworld Australia*.

"However, as my responsibilities for the Australian and regional companies surged, the responsibilities for *Computerworld Australia* had to be delegated. Susan wanted it; deserved it; earned it. *Computerworld Australia* is in great hands. I am proud of the way Susan has developed in the company, and happy that she is in charge of a great newspaper."

Susan Taylor

Background

Taylor joined Computerworld Pty Ltd in 1979 as advertising coordinator. In 1982 she became advertising sales executive, and was promoted to national ad-

Continued on p. 8

Marketing Services Gro

IDG President **Walter Boyd** announced the formation of the Marketing Services Group, a new division of IDG CMG/World Expo, to provide marketing services for all IDG trade shows. Comprised of four employees taken from the IDG Marcomm Group, the group will handle all exhibitor and attendee promotion, including direct mail, direct response advertising, and radio and TV coverage.

> *"This group will also be available to work on a project basis..."*

Coverage

The group will be responsible for promoting both Macworld Expos, the CD-ROM Conference and Exposition, Communication Networks, and the two new InfoWorld Expos, the trade show sponsored by *InfoWorld* scheduled for April and September of 1988.

Work on Communications Networks, scheduled for January of 1988, began last June with an extensive print and mail campaign. Mailings include Link-Ups and an in-depth brochure. Advertisements are running in trade journals including *Computerworld* and *Network World* offering pre-registration and providing in-depth information about the tutorials and conferences. Ads for discount tickets will run in the *Wall Street Journal, Washington Post,* and local business publications, and a 10-second TV commercial will serve as a reminder before the show begins.

Work on the Macworld Expo/ San Francisco began with advertisements in IDG publications and a direct mail piece sent to more than 150,000 computer professionals.

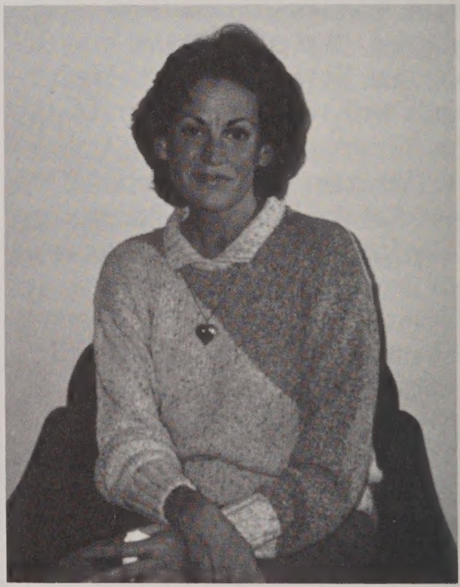
Jonna Yager

"While work for any of these shows must begin six months ahead of time, their business is seasonal," said Boyd. "This group will also be available to work on a project basis for other parts of the company."

Yager

The group will be led by Marketing Services Director **Jonna Yager**. Yager has been an account manager with the IDG Marcomm Group for three years.

Previously she worked as assistant to the vice president of marketing communications and as sales assistant for the now defunct CW Broadcasting Group, where she contributed to a 13-week TV series. She also worked as an advertising coordinator for the *Computerworld* Northern sales territory.



Karen Mandell

"I am really excited about being part of CMG/World Expo," said Yager. "I am enjoying the opportunity to devote all of my efforts to the promotion of the IDG trade shows, and look forward to what will be a very busy year for us in 1988."

"Jonna's been with us for eight years now, and she is a real pro in tradeshow and exhibition promotion. I'm very pleased that she will

Continued on next page

up to handle promotion

be a permanent part of the CMG/World Expo division, focusing all of her energies on these events," said Boyd.

Mandell

Karen Mandell joins the group as graphic designer and will be responsible for the design and execution of promotion material

> *"...transition to the new group has been graceful and efficient."*

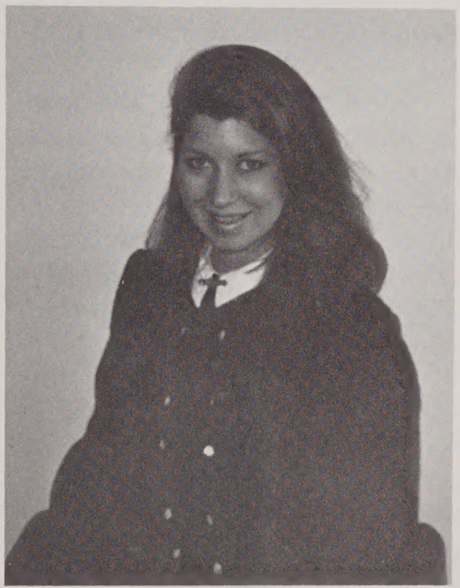
Mandell has been in direct marketing with IDG for four years, creating the design work, direct mail packages, list rental pieces, and trade show brochures for *Computerworld*, *InfoWorld*, *Network World*, and other publications. She received a *Folio* merit award for the launch package she designed for *Federal Computer Week*.

"I'm looking forward to working with Walter Boyd as part of this new and challenging group," said Mandell. A graduate of the University of Bridgeport in Connecticut, Mandell lives in Natick with her husband and two children.

Watjen

Martha Watjen will serve the group as print/production coordinator. She will be responsible for scheduling art work within the department, selecting printers, and coordinating all mailings.

Watjen most recently held the position of print/production coordinator at Marcomm. Prior to that, she served as the assistant production coordinator.



Martha Watjen

Previously, Watjen was employed by Morgan-Grampian Publishing in Boston as advertising/production coordinator for *Digital Design* and *Computer & Electronics Marketing* magazines. She is a graduate of Northeastern University.

"It's an exciting opportunity to be part of the CMG/World Expo Division," said Watjen.

Dandison

Judy Dandison will continue as direct mail coordinator, a position she has held at the Marcomm Group since June. Her responsibilities will include the administrative functions for the department, as well as coordinating direct mail packages. Prior to joining IDG, Dandison held marketing-related positions with Ginn + Company and Addison-Wesley publishers. She is a graduate of UCLA.

Judy Dandison

"I'm looking forward to the challenge of being part of this new group," said Dandison.

"I am delighted to welcome these professionals to CMG/World Expo," said Boyd. "Because they have worked together on similar projects in the past, their transition to the new group has been graceful and efficient. I look forward to working with each of them."❑

Staying close to the customer

Research guides development

An independent readership survey of *PC World Norge*, conducted by Norsk Gallup Institutt/Noi of Norway, confirmed the popularity of PC networks and underscored the development of the desktop market.

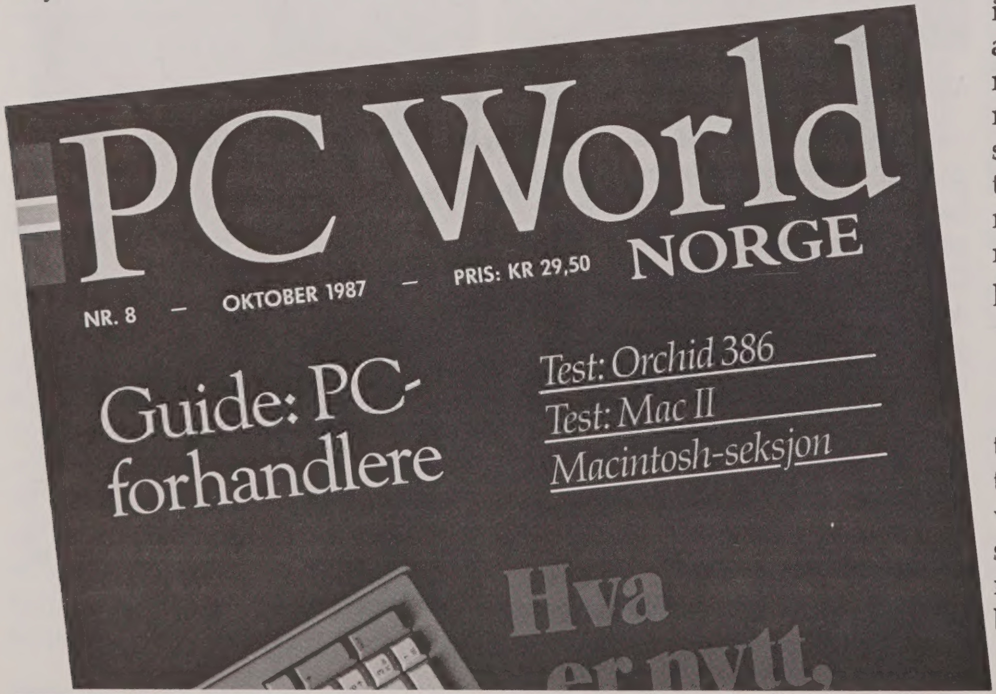
Results

The research provided detailed information about the backgrounds of *PC World Norge* readers. The survey showed that these readers are generally young, well-educated individuals working in computer environments. Over seventy percent are between 21 and 49 years old; 65.1% have university degrees; and 86.5% are directly involved in the buying decision process on hardware, software or services in their working environment. More than 300 readers responded to the survey.

"The Macintosh desktop market is quickly developing here." said **Morten Hansen**, country manager. "We are clearly moving from the mainframe age to the PC age in all kinds of businesses in Norway. Norwegian companies are very small, and they are enhancing decentralized organizational structures. This makes local area networks very practical.

"We'll be addressing this market, both readers and advertisers, by promoting ourselves as 'the competent information technology publisher.' We continuously monitor market change, and we always adjust our editorial profile to reflect customer needs."

Although *PC World Norge* has gained market share of 22% this year, Hansen feels that it is imperative to continue to take the pulse of reader interests. He believes the Gallup survey is one of the best ways to determine reader interests. He will also hold round-table conferences with industry leaders and participate in exhibitions and seminars.



PC World NORGE

NR. 8 – OKTOBER 1987 – PRIS: KR 29,50

Guide: PC-forhandlere

Test: Orchid 386

Test: Mac II

Macintosh-seksjon

Hva er nytt,

Finance/Administration

Reader interest is high in administrative and financial editorial content, confirming that people in these businesses are concerned about integrating PCs into their daily business life. A clear need was indicated for more in-depth information.

Hansen intends to add a freelance journalist to the staff to cover developments in finance and administration immediately.

"By covering this aspect of the business more completely, we hope not only to respond to our readers' interests, but also to attract more advertisers from the specifically financial and administrative businesses," said Hansen. "We'd like to show these prospective advertisers that because of our enhanced editorial coverage, we are servicing their needs better than the business press."

Desktop

According to Hansen, 8,500 of the publication's 60,000 readers plan to purchase desktop publishing software within the next year. In response to this reader need, a separate MACWORLD section will soon be introduced in *PC World Norge*.

Continued on p. 8

CW New Zealand...

Continued from p. 1

Powercorp Chief Nick Bessey described *Computerworld New Zealand* as a lively and responsible publication.

Two events marked the close of the publication's successful first year: a visit from headquarters, and the appointment of a new publisher.

Bright and energetic

IDG Communications President and CEO **Axel Leblois** and VP/Pacific Region **Alan Power** visited *Computerworld New Zealand.* On the occasion of Leblois' first trip to New Zealand, he hosted a dinner for the staff at an Auckland city hotel.

Budget plans and cost control were thoroughly reviewed to assure that *Computerworld New Zealand* successfully covers its expenses in 1988.

"I enjoyed meeting the very bright, energetic staff at *Computerworld New Zealand,*" said Leblois. "They truly represent IDG's commitment to deliver excellent and quality information information."

New publisher

Martin Taylor, formerly assistant editor, has been promoted to publisher/general manager of *Computerworld New Zealand.* His appointment is a direct result of the rapid development of the publication, which now necessitates a full-time publisher and manager. Previously, the title of publisher was held by independent publisher **Reg Birchfield,** who will continue as the only local representative at board level. Birchfield will continue to exert influence on the direction of the operation while training Taylor to assume his responsibilities.

Taylor's new responsibilities will entail the management of the New Zealand operations, including bottom-line performance and profitability.

Taylor began with *Computerworld New Zealand* one year ago as a journalist and was promoted to assistant editor. Previously Taylor held product and dealer management positions at several leading microcomputer companies. He has also worked in the venture capital industry. Taylor won two awards at the recent Powercorp Awards Presentation, for clearest writing and best investigative journalism.

1988 Plans

Taylor feels that 1988 must first be a consolidation year in which *Computerworld New Zealand* is established as a strong product, both in terms of market profile and financial stability. He has already begun a campaign to convert free subscribers to paid subscribers and hopes, by aggressively raising the publication's profile, to boost readership and to develop a strong paid subscription base of industry decision makers.

"We want to boost our share of display and classified advertising, but we have also taken steps to substantially improve yield from ad pages," said Taylor.

"We do not yet have the highest readership for a computer publication. We are second to the monthly micro magazine called *Bits and Bytes*. But we have the best reader profile in the DP/MIS professional market, and plan to build on this favorable profile to move our readership into the number one position.

"We will also keep a close eye on new publishing opportunities, with a monthly *PC World* a likely first contender, once *Computerworld* is established," predicted Taylor. "I am looking forward to building a strong and profitable New Zealand presence for IDG. *Computerworld* will be very successful, and there are tremendous downstream opportunities waiting."❑

Computerworld New Zealand's new publisher, Martin Taylor (left), and Editor, Don Hill (right), met with IDG Communications President and CEO, Axel Leblois, during his recent visit to New Zealand.

Taylor...

Continued from p. 3

vertising manager in 1985. Last year she was given additional responsibilities as associate publisher.

Taylor holds a B.A. in English literature, psychology, and politics, as well as a diploma of education.

Future

Taylor's objectives for 1988 are to increase profits and see that the publication remains in the Number One position in display advertising in its market. Taylor also plans to make *Computerworld Australia* the dominant computer recruitment advertising publication and to increase the paid subscriber base.

"I will also be sure that the publication remains editorially aware and responsive to our readers," said Taylor. "I want to make *Computerworld Australia* indispensable to our readers."❑

* * *

IDG WORLD UPDATE

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Nancy Cusack

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Continued from p. 6

"These people are interested in equipment as well as in software applications," said Hansen. "More than 33,000 of these readers will buy a PC within the next year. More than 20% will purchase printers; 31.2% will purchase network solutions; and 19.5% are considering the purchase of communication equipment. These people need information about all aspects of personal computing."

Other special editorial features in 1988 which relate to the survey results will include in-depth editorial coverage of software; monitors and graphics cards for PCs; word processing; spreadsheets; database software and integrated packages; storage media and expansion cards; and desktop publishing and laser printers. A printer guide and modem guide will also be published.❑

NYNEX Business Centers have increased their discount extended to all United States employees of IDG companies. IDG U.S. employees will now receive 30% off all NYNEX purchases they make through the end of 1987. For more information, contact Noreen Powell at NYNEX in Framingham, Massachusetts, (617) 651-7630.

Happy Anniversary . . . .

One Year
Carole Zaffino - CW
Melinda Baker - CW/P
John Kraichnan - CW/P
George Laughead - CW/P
John Wolfskill - CW/P
Marianne Kraus - CW/Germany
Caroline Dollot - CW/France
Gary Clark - CW/Australia
Gina Barnes - CW/London
Almir Erasmo da Silva - CW/Brazil

Two Years
Amanda Lewis - PCW
Susan Gubernat - PCW
Natasha Thomsen - LINK
Michael Miller - IFW

Three Years
Chris Glenn - CW
David Pronenko - CW
Suzanne Weixel - CW
Renate Sing - CW/Germany
Peter Gould - CW/London

Four Years
Katherine Whittemore - IDC

Five Years
William Dennis McLeod - PCW
Patricia Murphy - PCW
Doris Stranz - PCW
Christine Whyte - PCW
Joseph Wollenweber - PCW
Stephen Josselyn - IDC

Six Years
Sylvia Stier - CW/Germany
Alain Joveniaux - IDC France

Seven Years
Beatrice Couperie - CW/France
Francois Chaussonniere - CW/France

Nine Years
Diane Gamble- LINK

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 48
DECEMBER 9, 1987

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Newsletter targets IBM/36 and /38
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☐ **CW Publishing**
Staff contributes to remodeling efforts
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☐ **CW Italy**
Launches record issue
Page 4

Inside

☐ **CW/Peterborough**
Shows employees' art.

Australia

Managing change. . .

Australian Expo Group closes

It takes courage and a clear understanding of market developments to close an operation, and Vice President/Pacific Region **Alan Power**'s decision to discontinue Computerworld Pty. Ltd. Australia's Expo Group reflects both.

"Clearly we were not going to be profitable," said Power. "It was a tough decision to make, but it is absolutely what we must do to maintain our margins."

Original plan

Computerworld Pty. Ltd. planned an extension into the exposition business in 1985.

"Our self-designed charter was to extend the reach of each of our publications into leading-edge subjects," said Power. "By producing exhibitions and seminars to provide information about the issues in each publication's respective field, we would be responding to our readers' needs and interests. We would also be creating a heightened awareness in our potential market, which would lead to an even greater need for our publications."

Continued on p. 6

Newsletter targets IBM/36 and /38

Computerworld Argentina introduced a monthly newsletter to target the IBM/36 and /38. This is the first newsletter in the IDG family to specifically target this system.

General Manager **Rubén Argento** said the newsletter was created in response to the recognized market need for quick, pertinent information about the IBM/36 and /38 systems.

"We are aware that a busy executive has little time for reading, and well aware of the criticism of many of the newsletters in the market," said Argento. "Often these newsletters are not respected because they lack concise, in-depth editorial coverage which directly answers the concerns and interests of these busy executives."

Objectives

"Our primary objective with *Computerworld Argentina Newsletter for the IBM/36 and /38* is to provide our market with decision making tools," said Argento. Coverage includes important local and international news, graphics, charts, summaries of market trends, and news about technologies.

The newsletter will aim for exclusive circulation to high-level executives responsible for decision making in the MIS area, including MIS managers, administrative financial managers, general managers, presidents, and owners.

The newsletter will carry advertising, and thus become an independent profit source.

"The obvious advantage to our advertisers is that a newsletter format provides low-cost advertising," said Argento.

The advantage to *Computerworld Argentina* is that the newsletter format is inexpensive to produce.

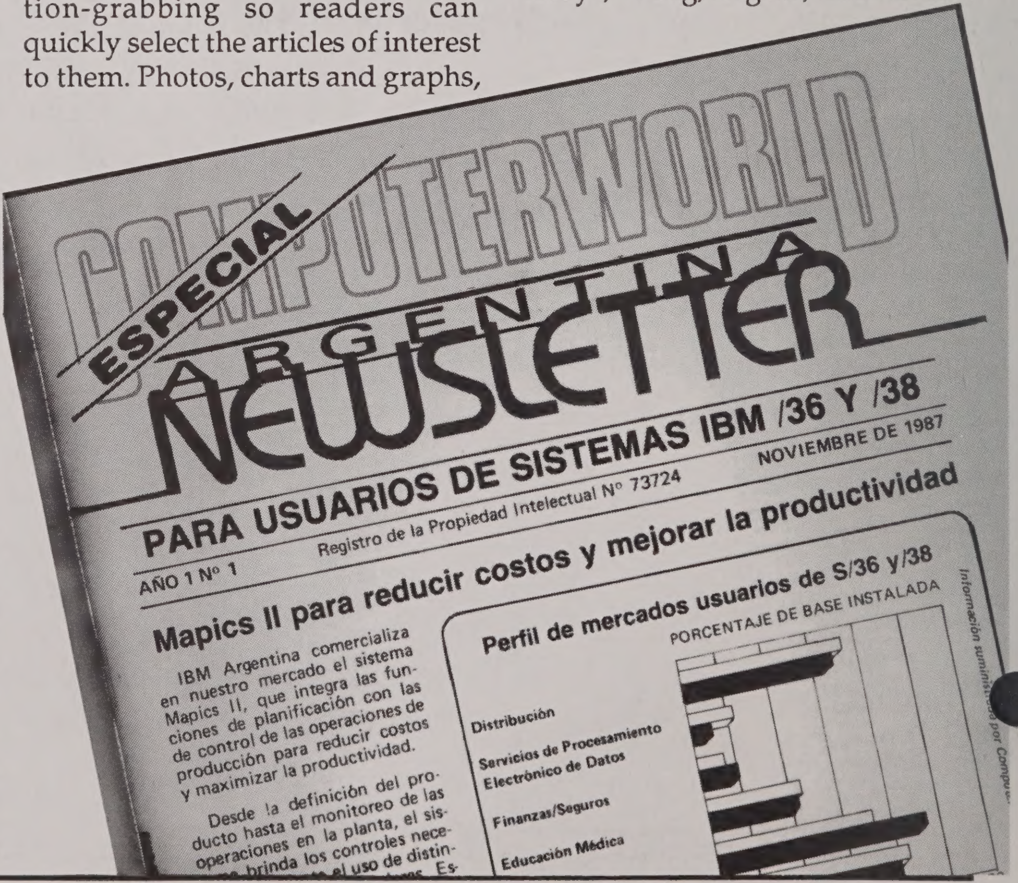
The newsletter will also bring in money through subscriptions. "The ideal situation is obviously to remain profitable while supplying the maximum support to our clients," said Argento.

Special editions

The newsletter is designed for easy readability. The layout is dynamic, and the headlines are attention-grabbing so readers can quickly select the articles of interest to them. Photos, charts and graphs, and two-color print add to the clear projection of the information.

"This *Computerworld Argentina Newsletter* will undoubtedly allow us to increase our interaction with suppliers and with clients responsible for decision making in the MIS area," said Argento. We plan to reach agreements with important firms to publish special editions dedicated to specific products or topics."

Special newsletters are in the planning stages for leading local companies in hardware, software, peripheral, and vertical markets. In 1988, *Computerworld Argentina* will produce special newsletters for Unisys, Wang, Digital, and ADR.❑



ESPECIAL

COMPUTERWORLD ARGENTINA NEWSLETTER

PARA USUARIOS DE SISTEMAS IBM /36 Y /38

AÑO 1 Nº 1 Registro de la Propiedad Intelectual Nº 73724 NOVIEMBRE DE 1987

Mapics II para reducir costos y mejorar la productividad

IBM Argentina comercializa en nuestro mercado el sistema Mapics II, que integra las funciones de planificación con las de control de las operaciones de producción para reducir costos y maximizar la productividad.

Desde la definición del producto hasta el monitoreo de las operaciones en la planta, el sistema brinda los controles necesarios

Perfil de mercados usuarios de S/36 y/38

PORCENTAJE DE BASE INSTALADA
Distribución
Servicios de Procesamiento Electrónico de Datos
Finanzas/Seguros
Educación Médica
Información suministrada por Compu

Building renovations

Remodeling nears completion at Framingham offices

When CW Publishing Facilities Planner **Rick Ciliberto** told President **Jim Povec** and Director of Operations **Matt Smith** that he could complete the much-needed office renovations at 375 Cochituate Road in half the time and for half the money they anticipated, they hired him on the spot.

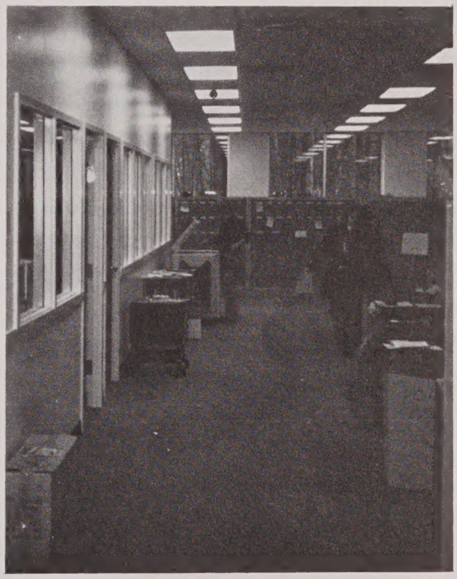
Five months later, with the help of Maintenance Supervisor **Chris McGrath** and Facilities Coordinator **Bill Creonte**, Ciliberto is on schedule, on budget, and the office looks terrific.

"Progress has been excellent," said Smith. "The building looks great. Rick, Chris, and Bill really deserve a hearty salute for the work they have done here. They have been working double shifts, nights, and weekends since the renovations began to get the project done under deadline."

Ciliberto, who has worked with CW Publishing for five years, began the renovations in July.

Little by little, the entire building was completely gutted and renovations begun with a clean start. Twenty-year-old carpet was pulled up and walls were torn down. Then new walls were erected, and fresh paint and new carpet were added. CW Publishing employees juggled office spaces until their own areas were complete.

The interior was reorganized to make better use of light. Senior management personnel were moved from offices along the windows to glass-windowed offices in the center of their departments, while junior-level employees were moved out toward the natural light. "This reflects Jim Povec's management style," explained Smith. "Jim wants to create fewer levels of management, so he insisted that any four-walled offices be built in the middle, not by the windows. By having the front-line employees enjoy the benefits of natural light, they realize that they are important, too. And by having senior managers in the center, they are much more accessible."



The remodeled interior makes better use of natural light.

Chris McGrath, maintenance supervisor; Bill Creonte, facilities coordinator; and Rick Ciliberto, facilities planner have been working since July on CW Publishing's building renovations.

Cutting costs

"I'm saving a lot of money by using as few workers as possible," said Ciliberto. An experienced electrician by trade, he supervised the electrical wiring. He subcontracted two painters and two carpenters to help with the project and works with them around they clock. "They help out with everything," said Ciliberto. "The painters help with assembling the offices, the carpenters help with the painting;

Continued on p. 7

Landmark issue, newsstand availability, booming market

Computerworld Italia recently released its largest issue to date, featuring 112 pages with 67% advertising.

The issue was introduced at SMAU, the most important computer trade show in Italy. The show takes place once a year in Milan, drawing 150,000 attendees and 1,500 exhibitors.

"The excellent attendance at SMAU provided the perfect opportunity to launch this issue," said Publisher **Umberto Costamagna**.

The landmark issue introduced a new, 12-page recruitment section. It also marked the first time *Computerworld Italia* was available at newsstands in Milan, the economic capital of Italy. *Computerworld Italia* will be available at newsstands in Rome in February of 1988.

"The *Computerworld Italia* team is doing a terrific job," said President **Jean-Louis Redon**. "Their professional attitude and commitment is clearly reflected in their work."

Great results

Computerworld Italia was created in 1981 under a licensed agreement with the Jackson Group of Italy. In February of this year, the agreement was canceled and the publication became a wholly owned IDG Communications operation. Costamagna joined the group as publisher five months ago.

"We have already surpassed our plan for 1987, and profits are up nearly 90% over last year. The Italian market is booming, and it was ready to receive our very professional weekly," said Costamagna.

"Our revenue has been growing consistently," added Controller **Ezio Monti.**

"Computerworld Italia has done extremely well since they made the transition to a wholly-owned IDG Communication subsidiary," said **Axel Leblois**, IDG Communications president and CEO. "We're very pleased that this operation is now truly a member of the IDG Communications family, and are confident that their excellent editorial coverage and revenue growth will continue."

Competitive

In 1988, the publication will continue to target a large part of the recruitment market, which was previously covered exclusively by national daily publications.

As part of *Computerworld Italia*'s effort to compete with dailies, **Walter Martignoni** joined the staff from his previous position in recruitment advertising with a national daily. Since his start in September of this year, his team has already surpassed the recruitment advertising goal originally set for the entire year.

"I am really excited about

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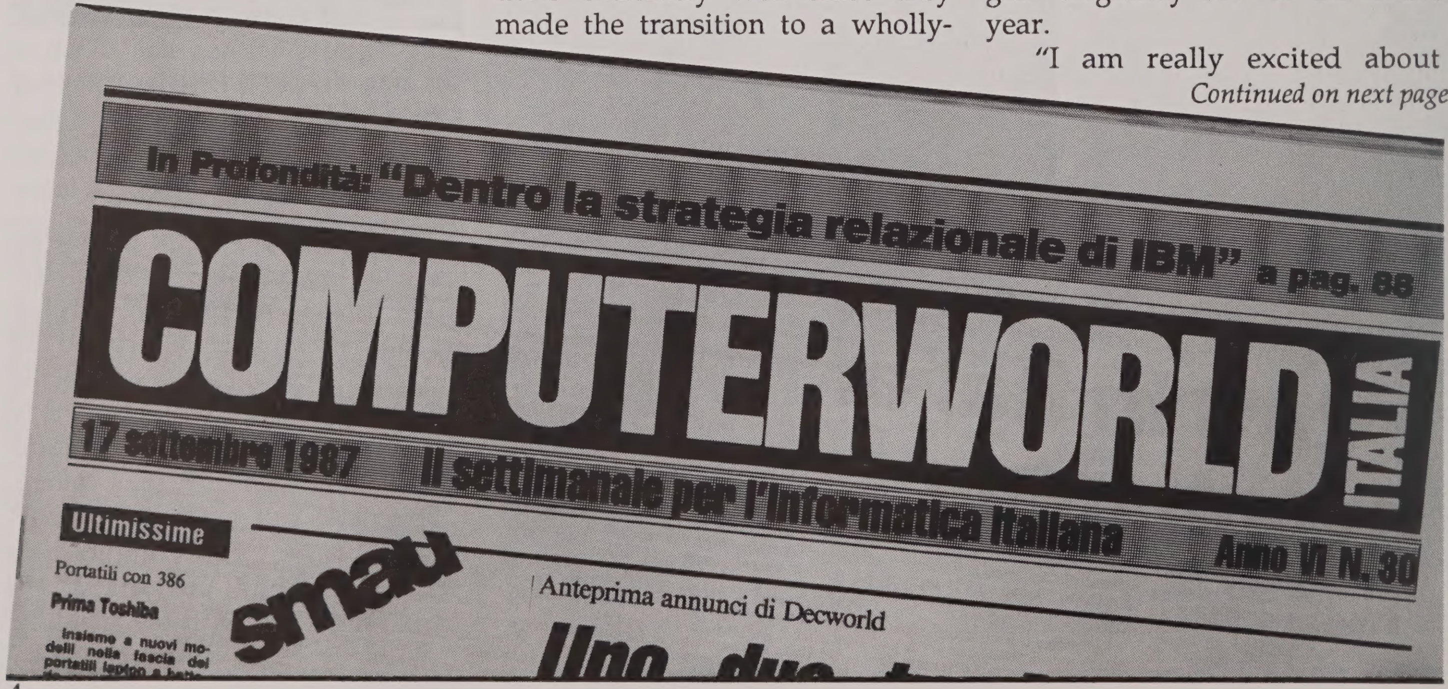


In Profondità: "Dentro la strategia relazionale di IBM" a pag. 88

COMPUTERWORLD ITALIA

17 settembre 1987 Il settimanale per l'informatica italiana Anno VI N. 30

Ultimissime

Portatili con 386

Prima Toshiba

insieme a nuovi modelli nella fascia dei portatili laptop a

Anteprima annunci di Decworld

Uno due

joining *Computerworld Italia*, and pleased to have the opportunity to use my recruitment advertising experience in a completely new section of this prestigious publication," said Martignoni.

Number one

Paolo Lombardi, editor-in-chief, has built his staff to three full-time editors. "The editorial quality is rated number one in Italy," he said, "and we will keep on improving this quality. Next year we'll begin to publish a monthly special issue which will enable us to continue our targeted penetration of the market."

Cost effective

Newly-appointed production manager, **Paola Caretti**, plans to save time in the production process by automating the typesetting process from the PCs.

"This transition to in-house typesetting is very exciting for us," said Caretti. "It will save us time and money."

Ad gains

Competition is tough in advertising sales. There are three weeklies on the market now, with a fourth to begin later this month. Nevertheless, *Computerworld Italia* has increased its advertising space sales 83% over last year.

Mina Fiorio, advertising sales manager, commented, "While this is very good, we will continue to work towards a perfect 100%." ❑

Employees exhibit art

CW Communications in Peterborough, New Hampshire will exhibit employee artwork in the building's lobby and second floor conference room each month.

"There are many enthusiastic, artistically talented individuals at CW/Peterborough," said Corporate Services Administrator **Jane Jenkins**. "We recognize that their talent goes well beyond what they do for the company, and decided to organize a rotating exhibit would give them an opportunity to display their work.

"The exhibition is both interesting and enjoyable for all our employees. In fact, many of the employees who usually don't walk through the lobby now go out of their way to come and see what is exhibited. Response from people outside the company has also been very positive."

A new exhibit will open each month. Some of them will feature one individual's work. Most, however, will feature a specific type of art, like computer graphics or weaving, and will be announced well ahead of time so all CW/Peterborough employees have an opportunity to enter their work in that field.

"By keeping the exhibit open like this, we hope to involve as many employees as possible," said Jenkins.❑

Oils by Roger Goode

CW/Peterborough's first art exhibit opened December 1, and features 13 oil paintings by *Amiga World* Editorial Designer **Roger Goode**. The paintings include portraits, landscapes, and still-life subjects.

Goode studied at The Art Students' League in New York City. He joined *Amiga World*'s Art Department two years ago. His responsibilities include lay-out, paste-up and providing assistance to Art Director **Ross Frick** with creating the covers of the magazine. Goode recently designed the December cover of *Amiga World.*

"Exhibiting my work here gives me the opportunity to show my fellow employees the kind of work I do outside of the office. I've already been approached by one of them who might like to buy one of my paintings," said Goode.

January's exhibit will feature photographic work by *RUN* and *Amiga World* Design Assistant, **Anne Dillon**.❑

"Still Life With Plaid Shirts," a 24 x 25 -inch oil on panel, by Roger Goode

Seminar activities canceled

Continued from p. 1

Unix World

The first expo was Unixworld, a Unix exhibition and conference launched in 1985. Unixworld was very successful, exceeding its exhibition revenue plan by 6.4%, but was behind on conference revenue. However, expenses were below plan and the first Expo exceeded its profit plan by 60% Enthusiastically the group tackled a Macworld Expo in November 1987. This too appeared to work well, with a busy exhibition and innovative workshops featuring one Mac per attendee. Expenses, however, got out of control and the event lost $64,000. The Expo group lost $114,000 in its first year.

"We were very disappointed in our first year's losses," recalls Power. "However, we were convinced that the Expo Group had real potential value, and we were determined to give it a fighting chance."

The following year, losses were only $10,000, rekindling optimism that the Expo Group would succeed. IBM and Comnet Seminars as well as Macworld and AI Expos were scheduled for 1987.

"However, we realized in 1987 that we were fighting a losing battle," said Power. "Losses leapt to $100,000, bringing our total investment to $224,000. It was time to quit."

Power evaluated the reasons why his attempt at entering the exhibition market failed.

> *"...we were determined to give it a fighting chance."*

"We were working on a shoestring, funded by our own small operations," he explained. "We had tried to enter the market from all angles. Our attempt at high-powered IBM and Comnet seminars lost heavily, mainly due to the high costs of recruiting overseas speakers. Macworld and AI were successful in 1987, but the large exhibition groups saw this success, and were moving against us.

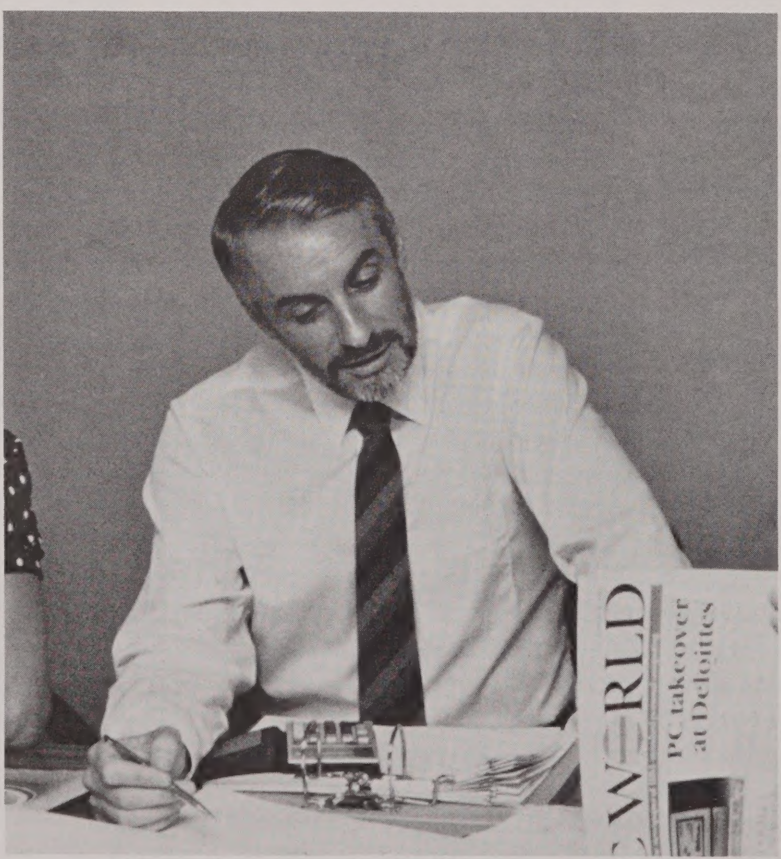
"In short, we simply couldn't fight on all fronts with our limited resources. We could not fund a strong enough force to compete with the large, secure exhibition leaders."

Demise

Fortunately, only two Computerworld Pty. Ltd. employees were affected by the closing of the Expo Group.

"I regret phasing out Expo. It was an exciting and natural extension to our overall business," said Power. "I was confident it would have succeeded, because after three years we had learned what would and would not work. We had started to transport the seminar series to New Zealand to amortise speaker costs, and 1988 plans would have included a circuit which started in New Zealand and appeared in Australia and then Singapore and Hong Kong. Also we were looking at an Unix/open system international Expo in Singapore, leading to the world's AI Congress in

Continued on p. 8



Vice President/Pacific Region, Alan Power, recently decided to cease Computerworld Pty. Ltd. seminar activities

Overton joins *CW*

Kathy Overton has been appointed advertising share-of-market analyst for *Computerworld*.

In her new position, Overton will be responsible for tracking all *Computerworld*, *Computerworld Focus*, and *Extra* page counts as well as those of advertisers running in competitive publications. She will work closely with the eight sales offices in keeping the sales staff informed of activity in the competition.

Most recently, Overton was national sales assistant with *Network World*, where she gained advertising/sales knowledge and share of market experience. Previously, Overton was editorial assistant at *MicroMarket World*, and also worked as administrative assistant at the Eunice Kennedy-Shriver Center.

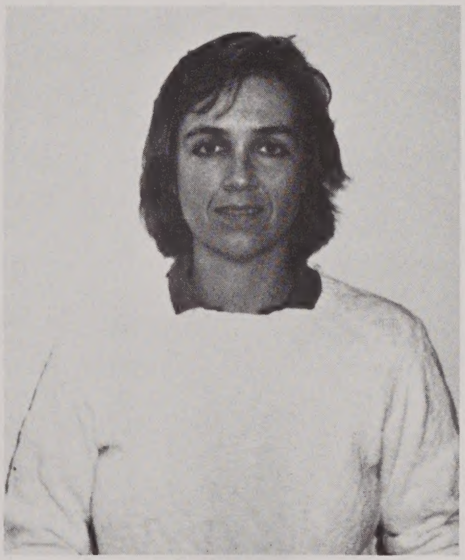
"I am happy to have the opportunity to use my advertising, sales, and share-of-market experience and knowledge in this new position," said Overton.

"Kathy is already proving to be a welcome addition to the advertising department," said **Carolyn Novack**, sales operations manager. "We are very pleased to have her working with us."❑

NWW assistant features editor

Anne Ryder has been promoted to assistant features editor at *Network World*.

Ryder will work with other members of the *Network World* Features Staff to secure and edit feature articles and opinion columns. She will work closely with *Network World* contributing writers to ensure that their articles are timely, well-written, and technically accurate.



Most recently, Ryder was copy editor at *Network World* for one year. Prior to joining IDG, she spent two years as a writer and editor with MC&P, an advertising firm in Osaka, Japan. She earned her B.A. in English from the University of Massachusetts at Amherst.

"Anne's excellent work as a copy editor has prepared her well for her new position. I have every confidence that she will continue to do a superb job," said **Steve Moore**, features editor.

"I'm very excited about my new responsibilities as assistant features editor," said Ryder, and I'm looking forward to working with Steve Moore and the other feature editors." ❑

Continued from p. 3

we all do what we have to do to get it done as quickly as possible."

Ciliberto also cut costs by purchasing all of the construction materials directly.

"It's also very cost effective to have CW Publishing employees working on the project. Outside subcontractors generally demand overtime pay, which can get very expensive," said Ciliberto.

Inside help

McGrath has worked with Ciliberto for three years. "Remodeling the building has been a lot of hard work, but it's very rewarding to see how well the project is turning out," said McGrath.

Creonte has contributed to the renovations by assisting Ciliberto with his usual responsibilities, like managing the mailroom, over the last few months.

"The MIS Department also deserves recognition for their cooperation and assistance in moving the computer systems during renovations," said Smith.

"It was a tough, ongoing task," agreed Systems Director **Jeff Pennett.** "We usually had only two days' notice before we had to move entire systems and lay the cables, and the whole time we had to keep the systems running. During all these moves, Systems Specialist **Vin Napoli**, PC Support Specialist **Frank Wilkie,** and Computer Operator Technicians **Jim Kotsaftis** and **Pam Leslie** were terrific."

"And it was worth it in the end. I've been with the company seven years, and I have never seen the building look better. It's fantastic; the remodeling is such a motivator for employees."

"The renovations are great," said Napoli. "I have never seen

Continued on p. 8

Australia...

Continued from p. 6

1990, which had been won by Australia with the assistance of the Computerworld Expo Group.

"But publications are our priority. If the expos were not profitable enough to sustain that business, then we absolutely had to abandon that business." ❑

Renovations

Continued from p. 7

the building look so light inside before. All our work was really worth it."

"I'm very pleased with the renovations," said Povec. "All of the CW Publishing employees appreciate the changes that have taken place here." ❑

* * *

IDC 1988 Conference Calendar

IDC has announced its conference schedule for the first half of 1988. For more information, contact **Carol Spach** at (617) 872-8200, x258.

U.S. Briefing Sessions

March 8	Washington, DC
March 9	New York City, NY
March 14	San José, CA
March 15	Newport Beach, CA
March 21	Boston, MA

Executive Conference

May 8 -11	Boca Raton, FL

IDG WORLD UPDATE

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Happy Anniversary

One Year
Paula Musich - CW
Debra Guilfoyle - IFW
Stephen Reynolds - LINK
Roger Strukhoff - CW/P
Julie Ericksen - PCWCI
Soydemir Suekan - CW/Germany
Sophie About - CW/France
Gary Herman - CW/England
Enrico Acquati - IDC Italy

Two Years
Jo-Ann Sturtridge - IFW
Eva Marie Gordon - IDC
Julien Pottier - CW/France

Three Years
Klaus Uhe - CW/Germany
Alicia Grillo - CW/Argentina

Four Years
Judy Danielson - IDC
Astrid Goepfert - CW/Germany
Micaela de Almeida - CW/Asia

Five Years
Cynthia Hamburger - PCWCI
Patricia Navone - PCWCI
Adrian Mellow - PCW
Susan Taylor - CW/Australia

Six Years
Charlie Greco - IDC

Eight Years
Ken Wesley - LINK

Nine Years
Maria Teresa P. de Mello - CW/Brazil

IDG
WORLD
UPDATE
VOLUME 17, NUMBER 49
DECEMBER 15, 1987

Highlights

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1988 Plans for Test Center announced
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☐ **IMS**
International office opens in Paris
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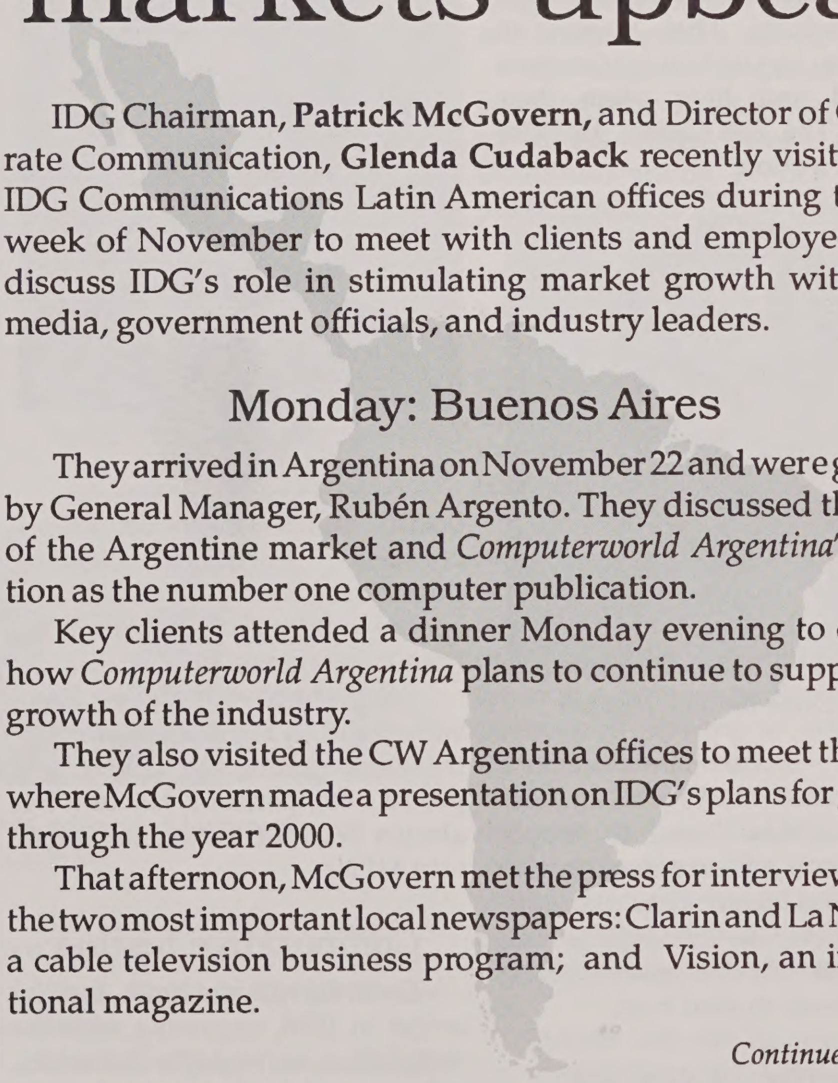
☐ **MIS**
Who makes purchase decisions?
Page 4

Inside

☐ **Latin American operations optimistic for 1988**

Latin American markets upbeat



IDG Chairman, **Patrick McGovern,** and Director of Corporate Communication, **Glenda Cudaback** recently visited five IDG Communications Latin American offices during the last week of November to meet with clients and employees, and discuss IDG's role in stimulating market growth with local media, government officials, and industry leaders.

Monday: Buenos Aires

They arrived in Argentina on November 22 and were greeted by General Manager, Rubén Argento. They discussed the state of the Argentine market and *Computerworld Argentina*'s position as the number one computer publication.

Key clients attended a dinner Monday evening to discuss how *Computerworld Argentina* plans to continue to support the growth of the industry.

They also visited the CW Argentina offices to meet the staff, where McGovern made a presentation on IDG's plans for growth through the year 2000.

That afternoon, McGovern met the press for interviews with the two most important local newspapers: Clarin and La Nacion; a cable television business program; and Vision, an international magazine.

Continued on p. 6

Test center expands

Accuracy and honesty provide success

InfoWorld's Test Center in Menlo Park, California, will expand dramatically in 1988.

The Test Center opened in 1987 to conduct benchmark studies on software for publication in *InfoWorld*. According to **Jonathan Sacks,** editor-in-chief, the center was created to support *InfoWorld*'s editorial strength and credibility.

"Our readers wanted objective benchmark information about software products. They wanted to know how fast certain applications operated and how often they crashed. The Test Center provides this information."

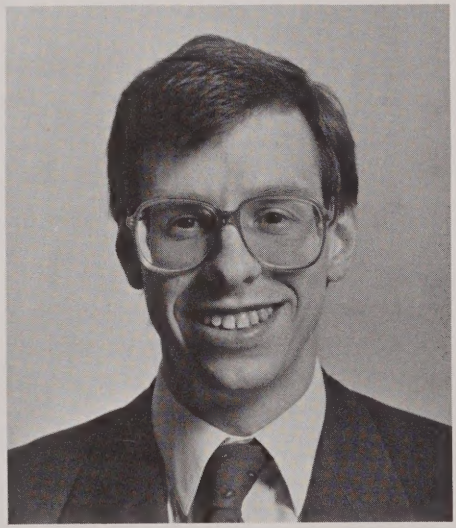
InfoWorld Editor-In-Chief, Jonathan Sacks

The center works with an independent review board to supply readers with additional, subjective information about how the software works in the real world, whether or not it does everything it's supposed to, and how.

Hardware testing

Response to the Test Center has been extremely positive, and has encouraged *InfoWorld* to expand testing to cover hardware.

"We started testing hardware in-depth in October," said **Michael Miller**, executive editor/technology. "So far we've run tests for compatibility and speed on videoboards, laser printers, memory boards, and 386 machines We will continue hardware testing throughout next year. Reader response to this new information has been tremendous.



InfoWorld's Executive Editor/Technology, Michael Miller

"Our objective in testing hardware is simply to provide complete, thorough testing for views and product comparisons, just as it has always been for testing software," said Miller.

Comparative testing

Growth will continue for the center in 1988, beginning with the installation of multiple networks, enlarging the test lab, and more than doubling the staff.

"Emphasis will be more on comparative testing next year," said **Dorene Douglas,** Test Center director. "We will continue to conduct benchmark and subjective studies about individual products, but we will add value to that information by comparing different products."

International

In 1988 the center will also begin to provide testing for IDG Communications' international operations. "We'll become the company's international test center," said Miller, ". . . customizing the test processes for IDG Communications offices worldwide."

Test Center Director Dorene Douglas

This helps IDG Communications as a whole by providing the strength of a full-blown test center worldwide, giving readers an even greater depth of data.

"We believe we conduct the most thorough tests in the industry. We are accurate, thorough, and honest," said Miller.❑

New international office

Bril takes on added responsibilities

International Marketing Services Managing Director, **Frank Cutitta**, announced the creation of a new IMS international office in Paris, France.

"France has developed into a critical hub in the migration of international advertising," said Cutitta. "The fact that both Apple and IBM have their European headquarters in Paris reinforces the need to establish a strong, global sales and service center in France."

> *"...a strong, global sales and service center in France."*

Cutitta announced that **Claude Bril** will be in charge of the IMS Paris office. Bril, who has been promoted to advertising manager/France, will become a key member of the IMS staff and a critical resource for sales organizations around the world.

In addition to the Paris office, IMS currently has international representation Japan, Taiwan, United Kingdom and the U.S.A., and has plans to open offices in Korea and Germany in 1988.

Responsibilities

Bril's new responsibilities will include the advertising space sales in the four Computerworld Communications S.A./France publications to clients based outside of France in Belgium and Switzerland.

Bril will oversee the advertising space sales of IDG Communications' non-French publications, which are circulated in France, Belgium, and Switzerland.

He will also market trade show booth space to French corporations for IDG Communications and World Expo Group events.

IMS Advertising Manager/France, Claude Bril

Bril will continue to report to CW/France with Country Manager, **Francois-Xavier Chaussonniere.**

The IMS office is located in the same building as the International News Service, and Bril sees this as a real asset. "We are indeed a unique international network. The news service ensures that our editorial coverage is current and state of the art," said Bril. "That editorial quality provides strong support for what I'm selling."

1984 award winner

Bril joined Computerworld Communications in France in 1983 as advertising sales manager.

He was later promoted to advertising sales director, responsible for the advertising sales of all IDG Communications French micro publications.

Prior to joining IDG Communications he worked for nine years at a French consumer press group.

In 1984, Bril received the Chairman's Award from IDG Chairman, **Patrick McGovern,** for the most successful new publication launch for *InfoPC*.

"I'm very excited about my new responsibilities," said Bril. "I have always enjoyed working on an international level, and I am very pleased to have the opportunity to do so at a time when France's importance is growing so rapidly in the international market.

"I'm also pleased to welcome my new assistant, **Nikki Manning,** who previously worked for Ogilvy and Mather in Paris, and is fluent in both English and French. Nikki will be a great help with all IMS activities."

Claude Bril can be reached at the Computerworld Communications S.A. office in France, E-mail CWCI.C/Bril; telex (842) 613234F.❑

How to find the information processing customer

Many titles, roles, missions and perspectives

By *Donald Frazier*

The question sounds simple: Who decides how to buy and use computer equipment for a large company? It's such a critically important question that the people of IDG grapple with it all the time. After all, our customers pay us to know the answer, and understand the individual.

But the answer depends on whom you ask. One thing is certain, after speaking with a small sample of people at IDG, there is no simple, single answer. Rather, there is a broad range of answers, as diverse as IDG's activities around the world.

And each answer, not surprisingly, emanates from each operation's unique perspective on its customers, its audience, and the fast-changing information industry.

In the U.S.A.

Dramatic change

With all the talk about MIS directors, end users, company managers and information service people and their changing roles, it's no wonder that it's a difficult moment to be precise about the information processing customer.

"It's a wildly diverse market, one in which you just can't make oversimplifications," said **Tom Willmott**, senior vice president of technology services for IDC.

"The key decision maker on the purchase of computer equipment," he said, "is increasingly the business unit manager. Business around the world has entered a process of dramatic decentralization. The business unit executive is gaining real power — not just lip-service power — to control the bottom line. These days, that means information, and everything it takes to maintain that control."

Others have a different perception. The system-purchase decision works on many levels, and many people have a hand in it, according to **Ed Marecki**, *Computerworld*'s vice president/sales. "We're not talking about actual purchase authorization; we're talking about levels of decision influence. And that works on multiple levels, from determination of needs through brand specification. The driving force," he said, "is no single person because different individuals will be more heavily or less heavily involved, depending on which step of the decision process and depending on the size and cost of the system under consideration.

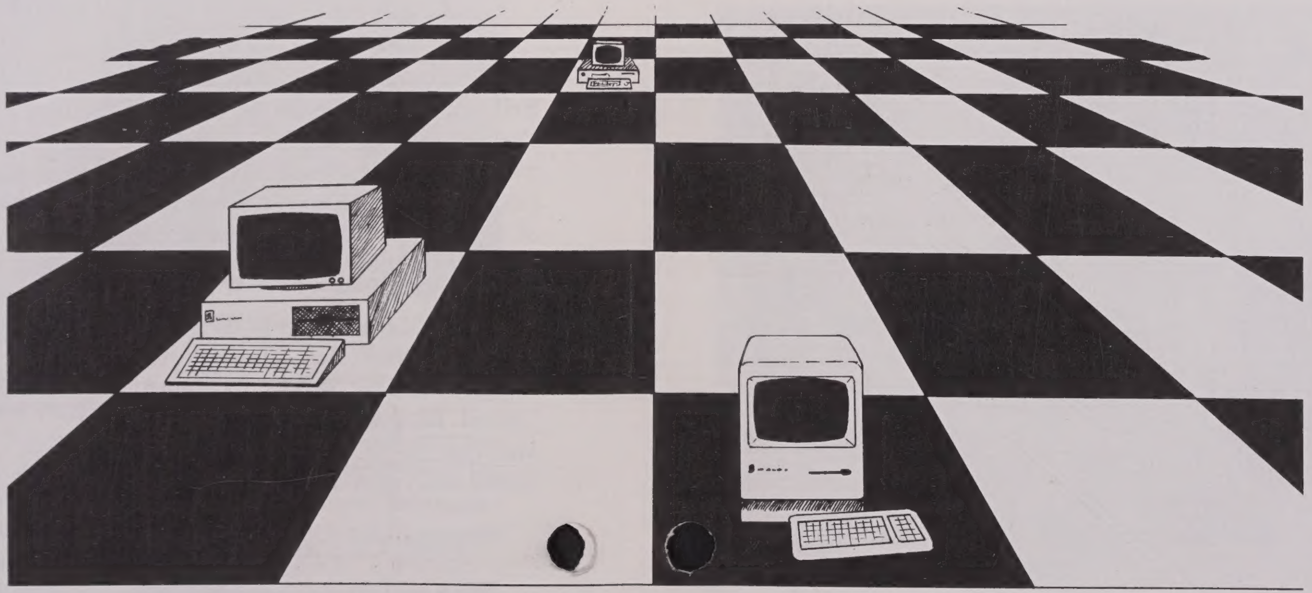
"In larger organizations, two critical factors have come to affect the majority of systems decisions — compatibility and connectivity. Typically, the people most concerned with policy and implementation in this area are MIS professionals."

"I'd go one step further," added **Bill Laberis**, editor of *Computerworld*. "As information systems in medium and large organizations evolve, MIS has become the primary voice in the PC purchase and acquisition process in these organizations. That fact is undeniable."

End users

In many cases, however, end users call the shots. The readers of *Digital News*, for example, are typically highly technical people who actually use the DEC-compatible equipment they read about. They don't often buy it themselves (it can be quite expensive). But according to Vice President/Group Publisher **Fritz Landmann** in Boston, they're very influential because they have a great understanding of the equipment and its purposes.

The same holds true for people who use Apple's Macintosh microcomputer. Of the 52,000 people who responded to the first issue of IDG's new *Macintosh Today*, almost a quarter work in engineering and the technical areas. "These people are not in management or MIS, but they have strong feelings about the equipment they use," said **Eric Rucker**, the San Francisco-based newspaper's publisher.



Management

At some large corporations, however, managers at the highest level study their needs and the marketplace with great care before they spend a cent on computer systems. "It can be a quite formal process, with information brokers, consultant relations programs, and even rating systems to grade the information we sell," according to **Linda Holbrook**, manager of special accounts for IDC, Framingham.

She said many of these large corporations are developing new organizational structures to make the best long-term systems decisions. "We're finding that the information services people and the MIS people are often coming together under the same roof," she said. "That way, the systems decision is based on a much higher quality of information."

Corporate planner

Jack Hart, IDC's vice president for international services, agrees. "Corporate planners often think of their own information services department as some musty library. But that's changing fast. Now, they know it's actually the repository of some very valuable information resources."

Senior-level management has also gotten involved in the purchase of personal computers in the U.S. The business decision maker, according to **Jim Martin**, vice president/group publisher for PCW Communications in San Francisco, is not big on bits and bytes. "Instead, he's enthusiastic about what microcomputers can do for his business — with an eye on how that relates to the strategic goals of the company."

Obviously, companies are struggling to determine precisely who should make these important decisions.

That's why some companies have created a brand-new role to push for the right systems decision on the highest level — the CIO, or chief information officer. "The CIO, no matter by what title the person is known, absolutely must understand the business his company is in," said **Lew McCreary**, managing editor of IDG's new *CIO* magazine, based in, Framingham, a new IDG Communicaion monthly for executives.

"The CIO understands that information is the lifeblood of the company, and is prepared to build that understanding into its business strategy," he said.

> *"It can be a quite formal process, with information brokers, consultant relations programs, and even rating systems..."*

In Western Europe

MIS has power

In West Germany, the MIS director has most of the buying power. "It's not the end user, and it's not the top manager. It's the MIS director who makes all the important decisions — not just on hardware and software, but also on OEM systems and important applications," said **Roland Schubert**, deputy editor-in-chief of *Computerwoche*, Munich.

Continued on p. 8

IDG operatio

Continued from p. 1

They then met with Brian Thompson, who's in charge of the government's information policy, before a dinner that evening in honor of the visit, which was attended by more than 100 clients and business and government leaders. During this dinner, Argento awarded plaques for accomplishments to his most important advertisers. Companies who received this recognition included: IBM Argentina, for its confidence in and support of CW Argentina projects; ISYS, for the most creative ad of the year; BASF Argentina, for the best double-page color ad; ADR, for the best ad campaign; Usaria, for its efforts in promoting and organizing the most important information and communications expo; Software Companies Chamber, for its important work in protecting Argentine software; and Data General National Advance Systems, for their support from the very beginning of all CW Argentin's efforts.

"I was extremely pleased that Pat had the opportunity to make a speech to our most important customers on the market opportunities for the information technology industry worldwide and the role that our publication plans to make, ever competent and successful, in using our customer products and services," said Argento. "We have been especially pleased with our success of the software catalog and buyers guide, as well as the newly launched newsletter for the IBM/36 and /38 users. These meetings gave me an opportunity to discuss future plans in great detail with my most important clients," said Argento.

IDC discussed

McGovern and Argento also discussed the rapidly escalating need in Argentina for independent market analysis and research projects.

"IDC has an excellent reputation here because of the market studies that we have published," said Argento. "We agreed it is time to do an in-depth study here to determine the validity and scope of this need before we proceed further.

Friday: Sao Paulo

Upon arrival at Computerworld do Brazil Ltda. they met Regional Manager Ney Kruel. Kruel briefed them on market conditions, then McGovern visited with staff members in the office and delivered his IDG profile and plans presentation.

That evening, at a dinner with key industry leaders, the main topic of discussion was the complexities surrounding the U.S./Brazilian trade situation.

"It is invaluable to have Pat here to meet with our key clients at such a critical time for the industry," said Kruel. "His ability to cut through the myriad of historic details and focus on future needs and opportunities was refreshing and greatly appreciated by this important group of industry leaders.

Wednesday: Rio de Janeiro

In Rio, McGovern gave his corporate presentation to members of the Computerworld do Brazil Ltda.'s Rio staff, and toured the offices before arriving for dinner with key clients,

Continued on next page

Argentina: Julio C. Attala, advertising manager; Adriana Charyton, accountant; Glenda Cudaback; Carlos Sosa, salesman; Analia Guimil, adminstration; Adriana D'Andrea, office boy; Lauro Noro, freelance; Claudio Fernandez, art department; and Alicia Grillo, circulation.

ns successful

industry VIPs, and the president of the main Brazilian User's Group.

"I am certain the thoughts and ideas we exchanged at dinner will lead to real business for us, and, perhaps, to new projects which will open a much-needed dialogue between the U.S. and our industry," said Kruel.

Thursday: Caracas

When McGovern and Cudaback arrived in Caracas the following morning, the first item on their agenda was a meeting with members of the local press.

Lunch followed with Rolando Rodriguez Viso, president of Cavedatos (the association of computer equipment vendors); Alexander Elorriaga, president of EPSON Latin America; Felix Seijas, director of the government statistical office; and Alex Kato, president of Advanced Management Services, one of the largest consulting firms in Venezuela. Country Manager Kalman von Vajna Nagy, who arranged the meetings with the help of Editor **Mercedes Fuentes** and assistant editor **Nelly Ramirez**, was extremely pleased with the event.

"We will derive great benefit in this market from Pat's visit," he said. My key clients were extremely complimented by his clear commitment to the development of the industry in Venezuela."

Later at the CW Comunicaciones C.R.L. office, Nagy discussed the Venezuelan economy, and *Computerworld Venezuela*'s performance to date. He and McGovern discussed problems relating to circulation, publication format, and next year's budget before McGovern gave his corporate slide presentation to the employees.

That evening, at a *Computerworld Venezuela* dinner, several top executives from the Venezuelan technology industry had an opportunity to explain their plans and needs to McGovern. Attending were Alejandro Rivero, president of IBM Venezuela; Ernesto Kolster, president of Hewlett-Packard Venezuela; Harald Michel, president of Memorex de Venezuela; and Guido Tonitto, president of Summa Corporacion, a firm that represents Digital Equipment, Apple Computer, and NCR in Venezuela.

> *"It is invaluable to have Pat here to meet with our key clients at such a critical time for the industry..."*

Venezuela: Lola Ulacio, advertising sales representative; Pat McGovern; Ernesto Kolster, president of Hewlett-Packard de Venezuela; Luzmaya von Vajna, and Country Manager Kalman von Vajna Nagy.

Friday: Mexico City

The trip was concluded in Mexico city where they toured the Computerworld Mexico S.A. office with Country Manager Henry Morales, and McGovern gave his corporate plans presentation to staff members.

Later that afternoon at a computer exhibition and conference cosponsored by CW Mexico, McGovern gave the closing address at the conference about growth opportunities in the worldwide computer market. In attendance were over 100 government officials, top executives from the computer industry, and large DP users.

"The audience found Pat's speech

Continued on p. 8

Latin America...

Continued from p. 7

very stimulating," said **Morales.** "His outlook for our role in the global marketplace was positive and upbeat. . . this will help me immensely as we move *Computerworld Mexico* to the next level of importance in our market."

At dinner that evening, McGovern met with key industry leaders to discuss their plans for new products and global marketing opportunities.

"I sincerely hope our time in these important markets will be of value of our offices there," said McGovern. "What I learned about their markets is tremendously valuable to me. Our operations in these countries are thriving, and we have excellent teams of talented, committed individuals who share our vision and values."❑

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IDG
WORLD
UPDATE

Managing Editor
Nancy Cusack

Contributing Editors
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The information processing customer

Continued from p. 5

In Australasia

Top exec decides

According to Hong Kong-based Managing Director, **Euan Barty,** MIS directors in the Far East have little explicit power to approve the purchase of a system, especially when it exceeds the budget; but they have a great deal of "mystique" on technical matters and thus influence on management.

"Out here, all actual decision-making authority rests with the Big Boss. He's very powerful, but much less computer wise than in the U.S. or Europe. Our job is to give the MIS/EDP director the technical information and strategic guidance he needs to convince this person to make the right long-term systems decision," Barty said.

Even in small businesses without such elaborate procedures, corporate officers are starting to take such decisions into their own hands. "The enthusiast/techie is not the key person for us anymore," said **Donald Hill,** editor of *Computerworld New Zealand,* Auckland. "The general manager not only approves decisions; he often evaluates equipment options himself, considering what they mean for the future of this enterprise."

Which answer is correct? Understandably, each accurately reflects the market needs and conditions in each region. It also depends on who's doing the listening. As much as the answers may vary, each IDG manager is confident that the needs of his audience are accurately reflected in his point of view.❑

Happy Anniversary

One Year
Dusty Pedersen - PCW
Robert Stave - CW/P
Ellen Cross - CW
John Watts - CW
Laurence Tournier - CW/France
Paul Rainford - CW/London
Frank Smith - CW/P
Paul Korzeniowski - CW
Birgit Goetz - CW/Germany
Irene Jensen - CW/Denmark

Two Years
Christophe Chiclet - CW/France
David Legard - CW/Australia

Three Years
Olivia Tsang - PCW
Marianne Gad - CW/Germany
Elma Sprokkelhorst - CW/Netherlands

Four Years
Frances Campbell - CW/P

Five Years
Daniel Farber - PCW
Carol Watson - PCW
Sandra Coleman - IDC
Steven Brown - IFW
Richard Ciliberto - CW

Seven Years
Hiroshi Fujii - CW/Brazil

Ten Years
Dennis Brisson - CW/P

Eleven Years
Alice Ferreira Ramos - CW/Brazil

IDG
WORLD
UPDATE

Special Holiday Issue

VOLUME 17, NUMBER 50

DECEMBER 28, 1987

Holiday spirit

Local children benefit from IDG's generosity

Over 900 people attended IDG's annual Christmas party for employees of IDG, IDC, IDG Communications, CW Publishing, and Digital News Publishing. The party took place at the American Ballroom at Boston's Westin Hotel.

True to the spirit of giving, each employee brought a gift for unprivileged children to the party. The gifts were collected by Chief Laraby and Captain George of the Framing-

Continued on p. 4

IDG Executive Assistant to the Chairman Mary Dolaher, Corporate Training Coordinator Linda Bowes, and Administrative Assistants Donald Young and Lucy Sheehan pose in the sleigh surrounded by presents donated to local charities.

Worldwide festivities

All over the world, IDG offices celebrated the Holiday Season. A recap of some of the festivities follows. . .

Prettije Kertsdagen, Netherlands

The Netherlands celebrated Christmas with an informal afternoon party in the CW Communications B.V. office. The staff enjoyed drinks and appetizers and each employee received a small gift.

There was also a "Sinterklaas" (Santa Claus) party for both the CW Communications B.V. and IDC offices at the Groot Kievitsdal restaurant in Baarn. As part of the Sinterklaas tradition in the Netherlands, people give presents to each other accompanied by a rhyme.

"A very authentic Sinterklaas was played by the marketing manager of Olivetti, Netherlands," said **Pam Werdler**, secretary to **Wout Berends**. "We kept his identity a secret from the staff. He really did a great job."

After exchanging gifts, the employees and their guests participated in a bowling competition and then had dinner.❑

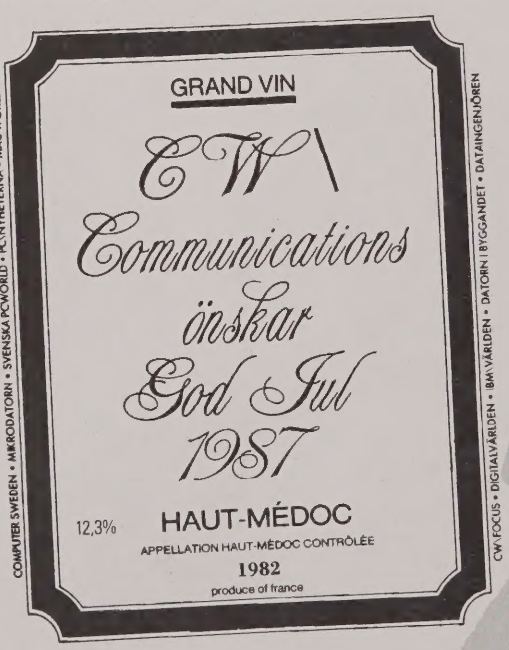
Happy Christmas, London

On the 22nd of December, tired employees of CW Communications, Limited of London staggered from their office to the nearby Paddock Club to join their guests for a holiday party.

The fun started at 6:30 p.m. and went on past 2:00 a.m. "If it had gone on any longer, we could have staggered right back to work," said **Sue Roberts** of that office.❑

God Jul, Stockholm

In Sweden, CW Communications AB staff and their guests attended a Christmas dinner. Each one of the 80 attendees received a magnum of specially labeled CW Communications wine (*see sample below*). They enjoyed the traditional julglögg before dinner.❑



COMPUTER SWEDEN • MIKRODATORN • SVENSKA PCWORLD • PC\NYHETERNA • MAC WORLD

GRAND VIN

CW

Communications

önskar

God Jul

1987

12,3% HAUT-MÉDOC

APPELLATION HAUT-MÉDOC CONTRÔLÉE

1982

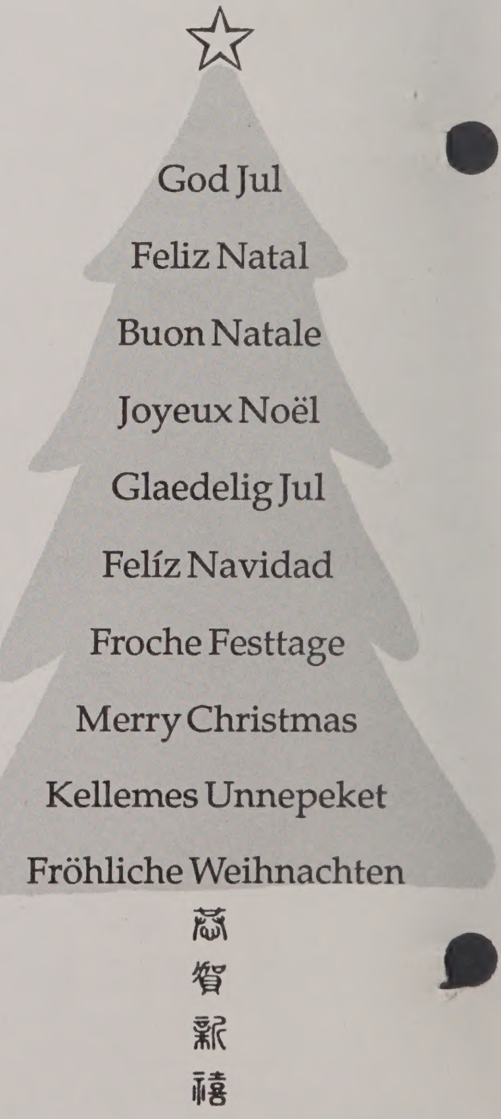
produce of france

CW\FOCUS • DIGITALVÄRLDEN • IBM\VÄRLDEN • DATORN I BYGGANDET • DATAINGENJÖREN

Joyeux Noël, France

Computerworld Communications S.A. and IDC, France, employees enjoyed a party at Le Dome du Jardin, a special exhibition hall located in a nearby children's park. Spouses and children of the employees also attended.

A buffet dinner was served for everyone, and Father Christmas distributed gifts to the children around the Christmas tree. The evening closed with a special children's' Christmas show.❑



God Jul

Feliz Natal

Buon Natale

Joyeux Noël

Glaedelig Jul

Felíz Navidad

Froche Festtage

Merry Christmas

Kellemes Unnepeket

Fröhliche Weihnachten

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Comuter Currents

Felíz Navidad, Mexican style

"*Computer Currents* is heading south of the border," announced the invitation. "¡Olé! ¡Olé!"

The third "Theme Party" at *Computer Currents* in Emeryville, California was true to its tradition of smashing success and a good time for all attendees.

"We started having theme parties two years ago," said Publisher **Stan Politi.** "There are so many other parties during the holiday season competing for attendance that we had to think of something original that would attract our key advertisers, as well as provide a very enjoyable evening for our staff. We work very hard, and we deserve a party!"

Flamenco dancers performed at Computer Currents' Mexican Fiesta.

The first theme was "Arabian Knights" last October, and featured middle-eastern food and belly dancers. Hundreds of attendees filled the *Computer Currents* offices for a memorable evening.

The following spring, the "Polynesian" party drew an even larger and more involved following; this time, the guests arrived wearing Hawaiian shirts and shorts, some of them having driven two hours through torrential rains, and received leis as they entered.

"That was quite a party," recalls IDG Communications VP/New Products, **Steve Woit**. "It's not often that you see Stan Politi, Adam Osborne, and other Silicon Valley luminaries do a hula dance."

This year's "Mexican Fiesta" theme guaranteed the same success. *Computer Currents* decorated its newly expanded office space with bright flowers, sombreros, and piñatas. A stage was erected for Flamenco dancers.

When the crowds began arriving, they were greeted with frosty Margaritas and cold Coronas with lime, while two wandering Mariachi bands played authentic Mexican music. Mexican food and the cadence of Flamenco added to the festive atmosphere.

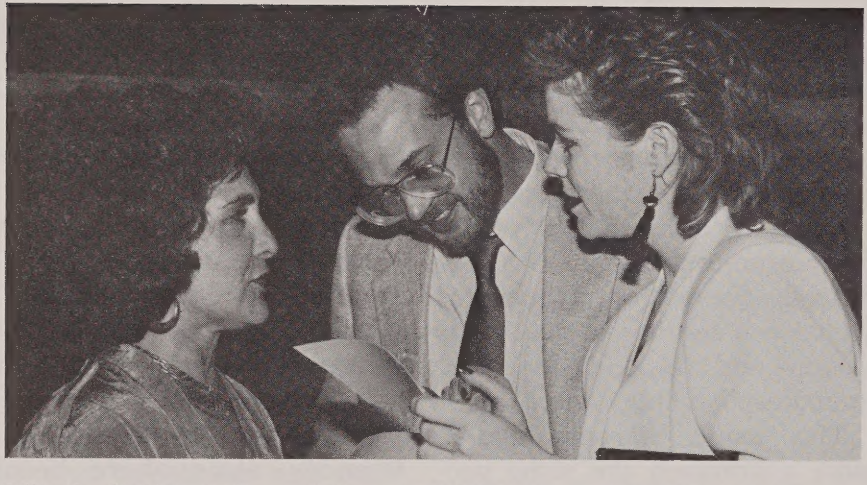
Among the guests were *Computer Currents* staff and friends, key advertisers, suppliers, and potential advertisers. IDG Chairman **Patrick McGovern** attended with his wife, **Lore Harp**, as did IDG Communications President and CEO **Axel Leblois** and InfoWorld Publishing President **Eric Hippeau.**

"The great thing about these parties is that they provide a warm, friendly atmosphere because they're right here in our offices," said Politi. "Yet they're exciting because of the exotic food and entertainment. People always remember these parties."

Future themes for the now-famous *Computer Currents* parties? "Who knows?" said Politi. "Maybe Greek. . . or Jamaican, with a steel band . . . "❑

Guests filled the Computer Currents office in Emeryville, California.

IDG fe



CIO Editor-in-chief Marcia Blumenthal, guest Mark Salgueiro, and CIO Editorial Assistant Lori Cardarelli view photographs taken of them in the sleigh at IDG's Massachusetts Christmas party.

IDC Market Research Assistant Michael O'Neil (left) and Account Representative Brad Christenson (center) congratulate Market Research Assistant Brad Goodwin on winning a trip to the Bahamas.

Susan Perry, IDG's human resources and office services manager, with husband Randy (left), and Martha Shea, IDG's director of human resource services with husband Tim (right), enjoyed the festivities.

Continued from p. 1

ham Police Department, and delivered to local children who otherwise would not have had a bountiful Christmas.

"There were over 500 gifts," said Jim Harrington, supervisor of the records bureau for the Framingham Police Department. Recipients included Veteran Services children, the boys and girls in the Division of Social Services (including Welfare), and the children served by the Salvation Army.

"These are people that might not receive any Christmas gifts at all," said Harrington. "According to our records, no group of employees has ever donated to local charities in this way before. This is very generous of IDG."

Guests were given the opportunity to have their pictures taken sitting in a large, antique sleigh surrounded by the brightly wrapped packages. The sleigh was lent to IDG by Charles Hammond, director and curator of the Gore Estate in Waltham, Massachusetts.

As the cocktail hour ended, the Harvard Glee Club sang guests into the ballroom with Christmas carols. Each table was crossed by red and green ribbon, with a hurricane lamp set in the center surrounded by green holly. A slide show featuring candid shots of employees, created by CW Publishing's production team, played continuously through dinner.

Chairman **Pat McGovern** thanked all of the guests for attending, and wished them a very Merry Christmas. Then he drew names of raffle winners. Prizes were weekend trips for two to the Bahamas, California, Flor-

stivities

ida, New Orleans, Montreal, and sailplane rides.

"I was thrilled to win a trip to Florida," said IDG Personnel Assistant/ Employment Coordinator **Debbie Thistle**. The dance floor then filled up as the Ron Richards Band began to play.

"I hope everyone had a wonderful time," said **Mary Dolaher,** executive assistant to the chairman and member of the Christmas party committee. "People were still dancing at 2:00 a.m."

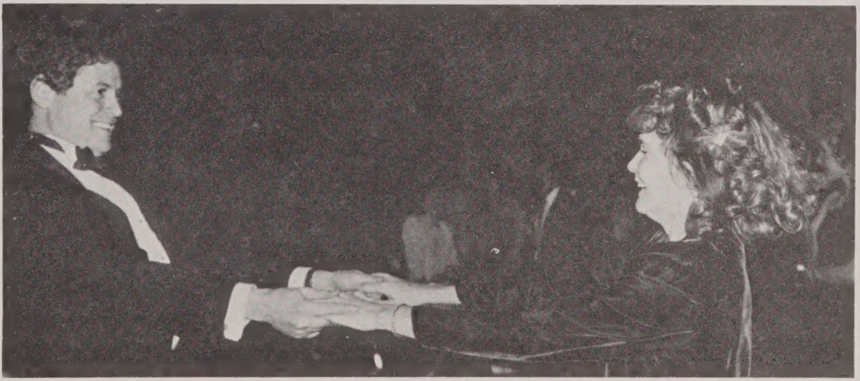
The Christmas Party Planning Committee also included Director of Corporate Communications **Glenda Cudaback**, Corporate Training Coordinator **Linda Bowes**, Human Resources and Offices Services Manager **Susan Perry** of IDG; CMG Group Manager/Conference Sales **Dorothy Ferriter**; Art Director **Tom Monahan,** Photographer **Geoff O'Connell,** Assistant Photographer **Trish Gaudette,** Vice President/Circulation and Marketing **Jack Edmonston,** Facilities Planner **Rick Ciliberto,** and Graphic Designer **Chuck Ladouceur** of CW Publishing.

A very special guest that evening was Paula Lyons, of Channel 5 news. Lyons interviewed Dolaher about the precautions IDG takes to prevent drunk driving.

"Among the many precautions we took, IDG arranged for the Westin to offer discounted rooms to all employees, so they are able to stay overnight instead of driving home. IDG also offered transport home for those unable to drive," Dolaher told Lyons.❑

Computerworld Account Executives Jay Novack (left) and Pauline Smith, and Network World senior editor Bob Wallace (right), enjoyed the Christmas party.

IDG Personnel Assistant/Employment Coordinator Debbie Thistle accepts a free trip to Fort Lauderdale, Florida, from (from left) IDG Communications President and CEO Axel Leblois, IDC Chairman and CEO Carl Masi, and IDG Executive Assistant to the Chairman Mary Dolaher.



Digital News Regional Manager Bill Pryor dances with his wife, Deborah, at the Christmas party.

Federal Computer Week

Double celebration

FCW holiday party a send-off for Fritz Landmann

Federal Computer Week's Christmas celebration at Le Canard in Vienna, Virginia was also a surprise send-off for Publisher **Fritz Landmann**, who takes up his new post as vice president/group publisher of *Federal Computer Week, Digital News* and *CIO Magazine* in Framingham on January 1, 1988.

"We are all very fond of Fritz, and we'll miss working with him on a day-to-day basis," said Assistant to the Publisher **Andrea LaHue**, who organized the party.

"Dinner was wonderful," said Associate Publisher **David Topus**. "But dessert was better. We had a 'roast' for Fritz." Topus added that Landmann was "a very good sport about it, and if we didn't love him so much we wouldn't tease him like this."

A champagne toast to Landmann started the roast, followed by a number of amusing anecdotes about him volunteered by the staff. Landmann was presented with a supply of keys to the office, his car and apartment . . . could he be that absentminded? . . . a reserve of road maps to help him with beltway navigation. . . he's only been in the district one year. . . a sandwich from his favorite delicatessen, a menu from Fedora, his favorite breakfast café, a pitbull to help with review sessions. . . is Landmann is a party animal??. . . a model fighter plane, reflecting his interest in World War II, a mock *FCW* front page playing on Landmann's idiosyncrasies. . . and a beautifully bound volume containing each issue of *Federal Computer Week* during its first year of publication signed by the entire staff.

"Thanks for making our first year first class," said Landmann as the focus of the evening turned away from a seasonal celebration and put the spotlight clearly on him. "The best gameplan in the world won't work without an absolutely great team. There's no question about it, this is the best season I've had as long as I've been playing the game.

"With Editor **Edie Holmes'** talent and perspicacity, my good luck and the most professional and nicest team I have ever worked with, the success we've enjoyed belongs to all of us, but the privilege is all mine. Remember, nine out of every ten new business publications fail. You succeeded. You are a 100% all star team."

"It's been great Fritz," said Topus. "Each of us owes a lot of our professional development to you, as well as our thanks for a memorable and wonderfully successful first year." Later he commented, ". . . the party was a terrific way to celebrate Christmas and to end a very strenuous first year, but it had a bittersweet ending because we were also saying good-bye to Fritz."

"It's going to be a hard act to follow," said IDG Communications Vice President of New Products **Steve Woit**, who takes over from Landmann January 1. "But with an excellent team like this, and the superb reputation we have earned in the market so far, we're going to go from strength to strength.

"Thanks guys," said Landmann. "It's definitely a season to be remembered."❑

Fritz Landmann (left), soon to be group publisher, listens to Associate Publisher Dave Topus recall amusing stories about working with Fritz at Federal Computer Week's Christmas party.

PC World/InfoWorld

West Coast Christmas

IDG's West Coast offices enjoyed their 1987 holiday celebrations. The PCWCI party took place at the Media Gallery in San Francisco. More than 300 employees and guests attended in their festive reds and greens.

The party featured a buffet dinner and disk jockey. "It was a very enjoyable evening," said Public Relations Manager **Shirley Gines**.

Other IDG offices in California enjoyed a large, festive party at Pier 35, a working pier along the Embarcadero in San Francisco usually used by the Royal Viking Line for a passenger terminal.

"The atmosphere was just wonderful," said **Shirley Dalton**, marketing copywriter for *InfoWorld*. "The party was held in an upper-level reception room overlooking the San Francisco Bay. It was a clear, bright, cold night allowing spectacular views of incoming and outgoing ships and the San Francisco skyline — you could even hear the waves crashing. It created a real shipboard feel."

Green, white, and red balloons formed archways into the dining and dancing rooms and festooned the walls. A giant Christmas tree and pine branches tied with red bows added to the holiday atmosphere.

Guests included employees *of Computer Currents, InfoWorld,* IDC/

Continued on p. 8

(Left to right) George Clark of PCW Communications, Computer Currents Publisher Stan Politi, and Carol Zaffino and Stephanie Ericson of Computer Currents sales staff.

Alicia Saribalis, account manager at Computerworld, with husband Nick.

IDC Director of Western Sales John Reichmuth, left, with guest Sharon Fitzpatrick, and IDC West Marketing Coordinator Dorothy Rosenthal with husband Don.

(left to right) Sue Jacoby, guest, with InfoWorld's Northwest Regional Sales Manager Rick Jamison, guest Ellen Nold, and Mark Stephens of InfoWorld's editorial staff.

Continued from p. 7

IDG West, and West Coast personnel from Computerworld and CW/Peterborough publications, as well as **Axel Leblois** and **Pat McGovern**.

Party attendees enjoyed a sit-down dinner, followed by dancing to the jazz fusion band, Rush Hour.

"It really was a wonderful evening," said InfoWorld Publishing's Director of Personnel and Administration, **Marcia Mason**, who organized the party. "It put everyone in the holiday spirit and provided a lively kick-off to the holiday season."❑

IDG WORLD UPDATE

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Best holiday invitation

```
:START 'NEW YEAR'S EVE'
IF DATES$ = "12-31-1987"
  AND TIMES => "20:00:00"
    THEN GOTO PARTY
      ELSE TIMES SQUARE
:PARTY
WHILE TIMES$ <= "23:59:59"
      RING OUT OLD
      BRING IN NEW
WEND '(MIDNIGHT)
BLOW HORN
PLAY "AULD LANG SYNE"
GOTO HUMANOID (NEAREST)
KISS
KISS
KISS
```

SEASON'S GREETINGS

From PCW Communications, Inc.

Happy Anniversary

One Year
Mary Collins - IFW
Conny Hos - CW/Netherlands
Jane Herve - CW/France
Helene Fily - CW/France
Osmond Iverson - CW/Australia
Simon Allcock - CW/London
Maria Salete Lemos Oriente - CW/Brazil
Klaus Andersen - CW/Denmark

Two Years
Barbara Inglese - CW
Andrea Kuehler - CW/Germany

Three Years
Anne Wujcik - LINK

Four Years
Birgitte Kaiser - CW/Germany

Seven Years
Susan Perry - IDG

Ten Years
Luis Paulo Pinheiro - CW/Brazil